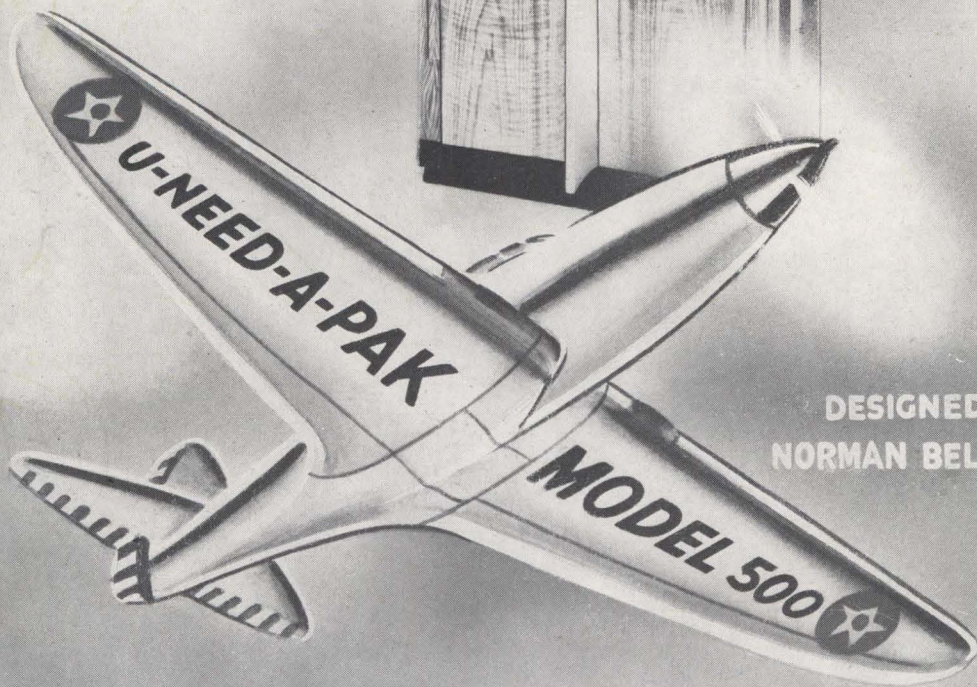
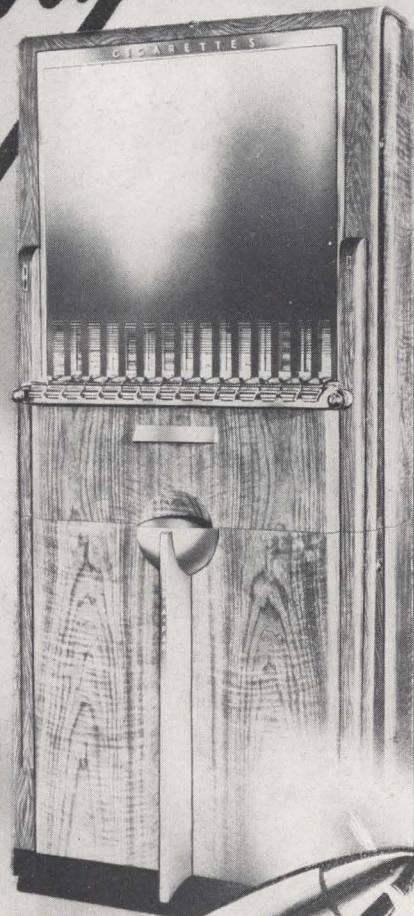


The COIN MACHINE REVIEW

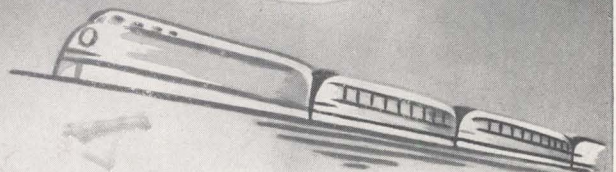
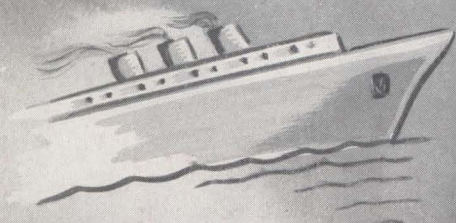
June, 1941

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Soaring above...



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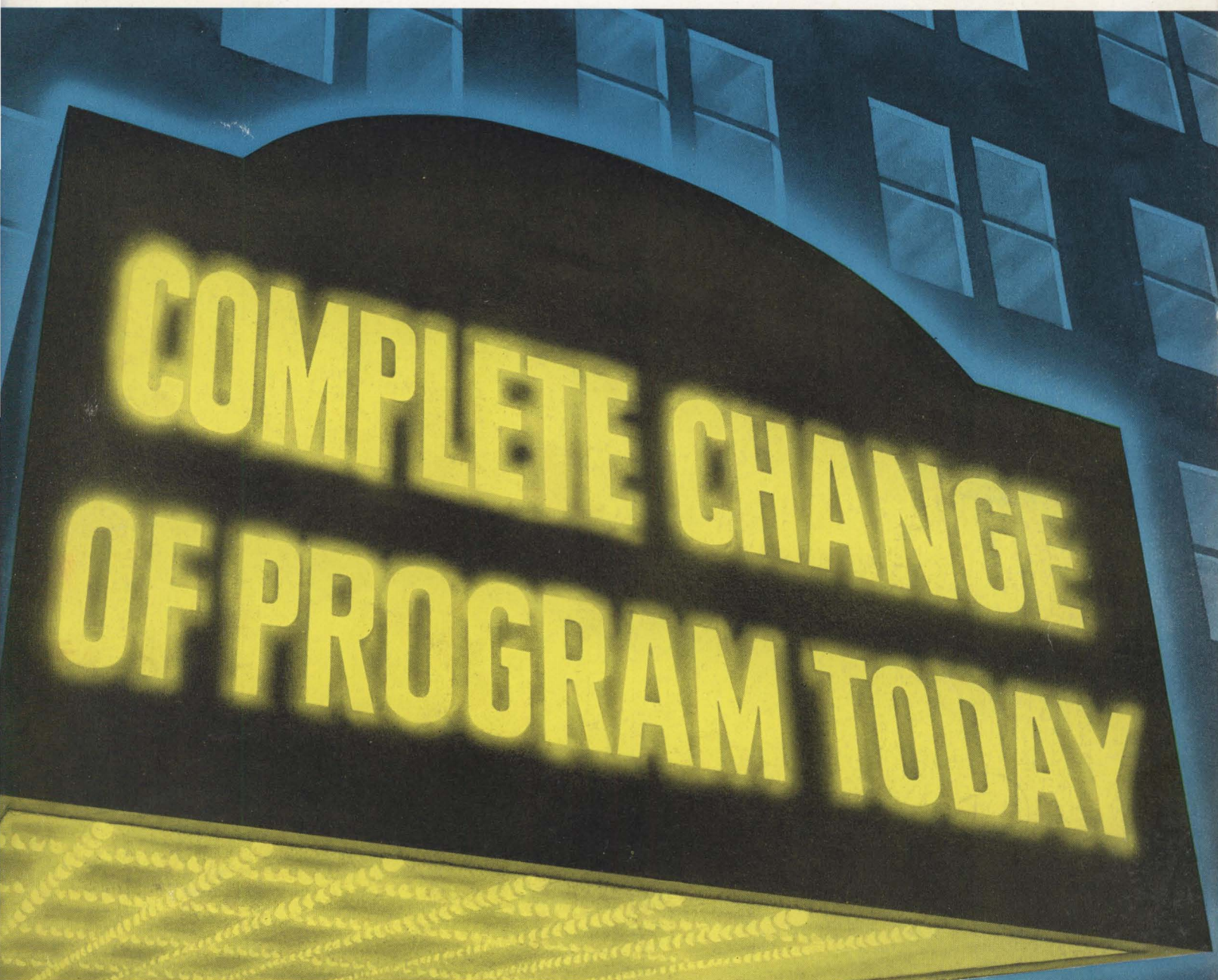


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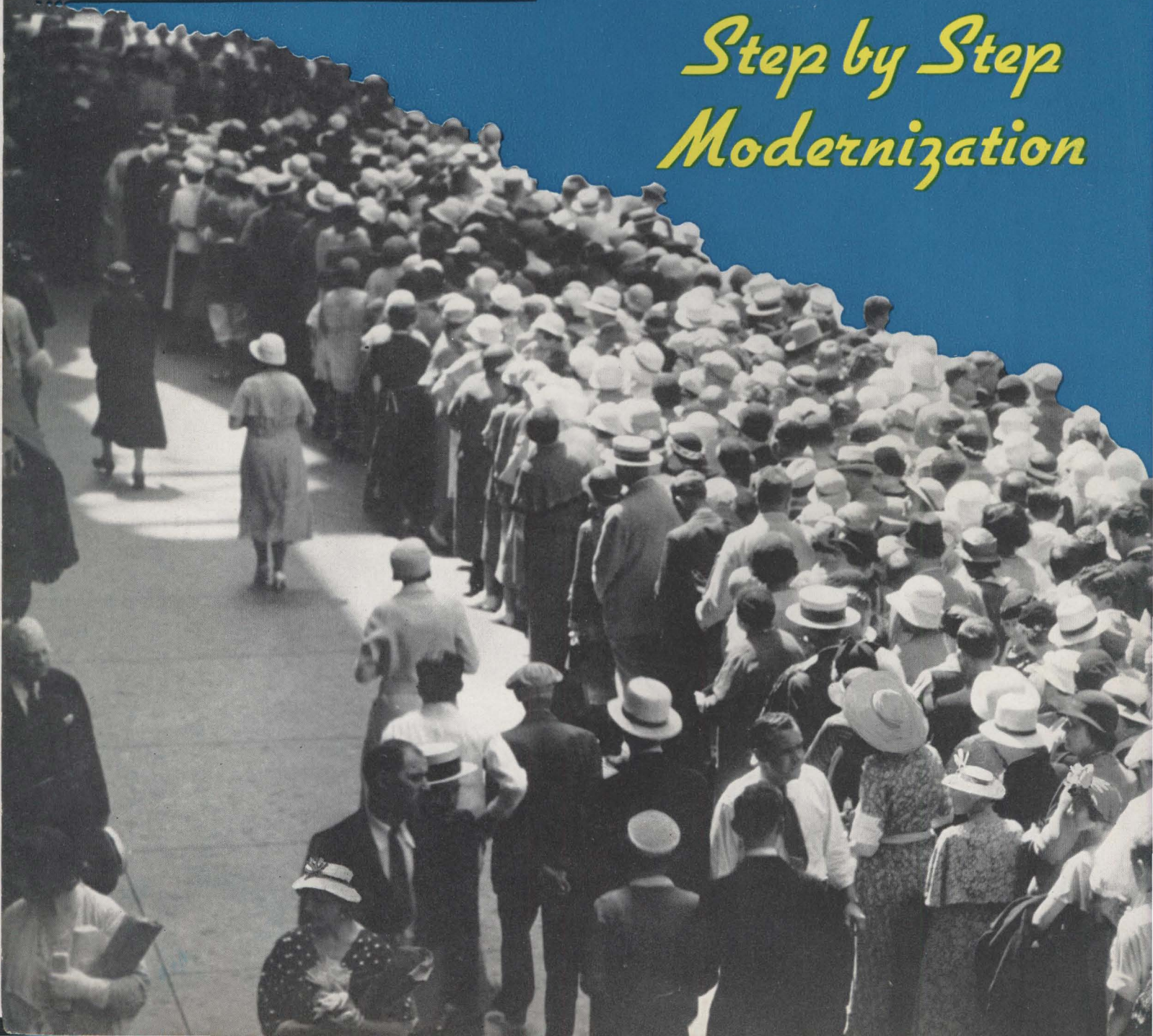
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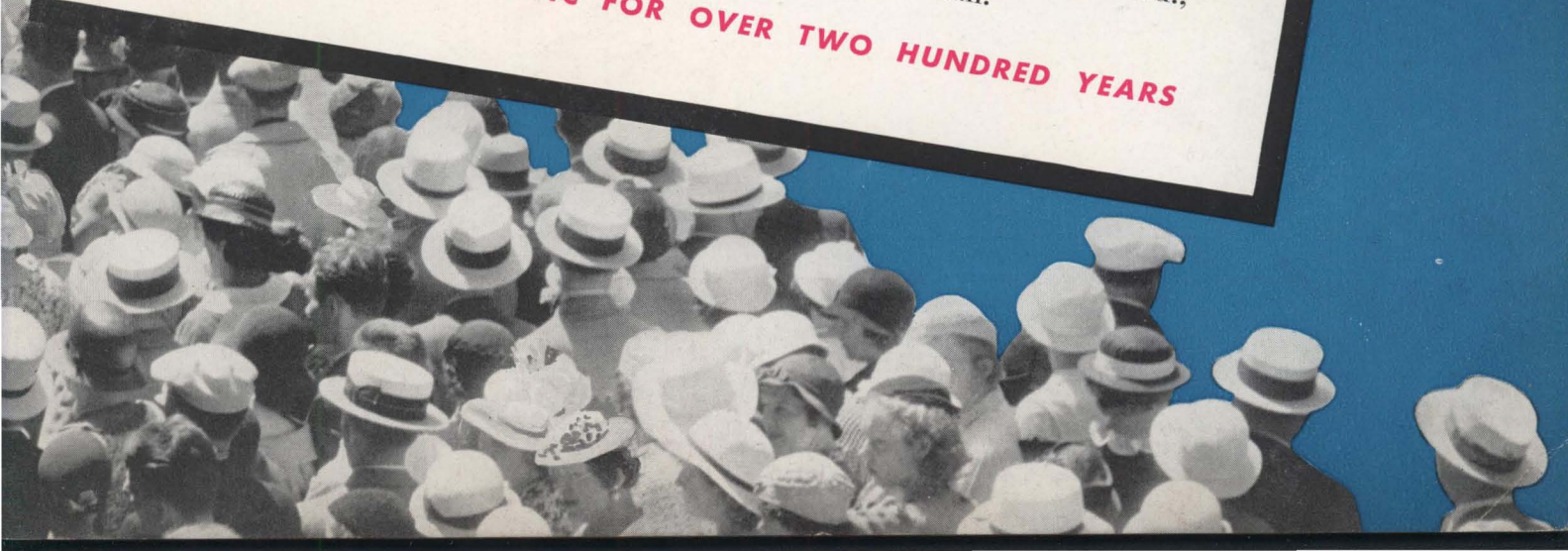
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Side Notes...



Certain members of the Coin Machine Industry are becoming unduly disturbed about our Industry and its future because of the National Defense Program. One publication has taken the side of the Alarmist and is devoting heavy space to putting the fear of God in every operator that sooner or later he will be thrown out of business for the Government does not consider our industry an "essential" one and before long we'll all close shop and either go in the army or go on relief.

Now how can free thinking Americans, endowed with the right to make an honest living, believe such trash and become so confused and alarmed as to curtail their purchases and stay home nights planning a severe program of retrenchment.

The positive truth of the matter is this: the Coin Machine Industry has NOT been declared an "unessential" industry; our manufacturers have experienced the same difficulty in getting materials as have manufacturers in dozens of other fields; but there is absolutely no grounds for the theory that our industry will be the first to suffer. Such a statement is an absolute untruth and the publications making it are certainly not truthfully relaying information to the readers and operators they serve.

In our July Anniversary Issue we will present an unbiased report on just how the De'ense Program is affecting this industry. We have the support and co-operation of prominent government authorities and our July report will give you the first TRUE and ACCURATE picture as it is today in our industry.

Sid Mackin, competent managing director of the Amusement Merchants' Association, Inc., San Francisco, takes the bull by the horns in his bulletin to all Bay location owners on June 7th asking them to beware and be watchful of juvenile play on marble games now that school is out. Said Mackin, in part: "During the summer months with their additional leisure time, the tendency for juveniles to loiter and the desire to play the pin-ball games in all locations is greatly increased. Only through being constantly alert and through the full co-operation of every location, can we prevent this situation from growing to such proportions that it will undo the work that the Association, with your aid, has been able to accomplish."

All table operators would do well to warn their locations in a like manner.

Paul Blackford

For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!

... Contents



JUNE, 1941

Don't Miss—

New Coin Machine Opportunities Below the Border	9
<small>In the concluding article in this series Harold S. Kahm, noted business writer, tells of the Coin Machine possibilities in Rural Mexico.</small>	
Bully Hayes—Last of the Pirates	11
<small>Commander Capstickdale, now in the service of Britain in the Mediterranean, authored this Out-of-the-industry feature on this most unusual character—Last of the Pirates of the Pacific.</small>	
What's Cookin'?	14
<small>Third installment of the favorite recipes of outstanding coinmen. Everything from roast duck to "Pascoodnick Pudding."</small>	
A Tried and Proven Method of Obtaining More Replay Table Locations	17
<small>B. K. Anderson, staff writer in Kansas City, gives an interesting case history of the Acme Amusement Company's method of obtaining new locations.</small>	
An Astrological Portrait	18
<small>This month Helene Paul, world famous astrologer, gives her analysis on A. S. Douglass, of Daval.</small>	
Spencer Sounds Call for Organization to Combat Excessive Music Taxes	41
<small>R. Spencer, Secretary-Manager of Automatic Music Merchants Association, of San Francisco, warns of the future and tells of advantages of organizations in fighting unfair tax programs.</small>	
Patents and Inventions	45
<small>A new department. Not a dry listing of the new Patents issued but instead informative discussions concerning patents issued, patent procedures, things to avoid, etc. Conducted by P. Frank Sonnek, attorney in Patent Cases.</small>	
PLUS . . . more than fifty other EXCLUSIVE FEATURES and Departments found only in your REVIEW.	

COIN
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REVIEW

7

FOR
JUNE
1941

Cover—

In June of last year we published a cover picture of two young lads about to dive into the "ole Swimm'n' Hole" clad only in their birthday suits. The picture made such a hit we decided to publish a like shot this June. This month's cover shows the youngest son of Orville Logan Snider, whose camera art has appeared on many REVIEW covers as well as on Liberty, Ladies Home Journal, Saturday Evening Post and others. This picture was snapped by daddy when the youngster was fishing in Big Tujunga, California, during May.

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New Coin Machine Opportunities

Below the Border

by HAROLD S. KAHM
No. 3 — MEXICO

The opportunities for coin machines in Mexico, generally, are based upon two factors: first, the general scarcity and novelty of machines, and secondly, the nature, temperament and psychology of the Mexican people.

The Mexicans are first of all a leisure-loving, pleasure-seeking people. Time means nothing. When you make an appointment with the Mexican the chances are about fifty-fifty that he will keep it at all. He may simply not show up, and will be amazed and hurt if he is later reproached for his defection. His reason, if he offers one at all, is likely to be that he met some friends and didn't like to hurt their feelings by breaking away.

A business man will think nothing of chatting idly with a friend while a dozen customers are waiting to be served. The customers will wait. They will chat with each other. Nobody is in a hurry.

Just what does this mean to the coin machine field? Simply this: that the Mexican has more time to play automatic games, and he will not stop playing because of lack of time. When an American might dash off a game or two after a quick lunch, before he has to hurry back to the office, the Mexican can devote himself to his amusement steadily for an hour or more. In virtually every city in Mexico, two hours for lunch is the established rule; from Juarez to Vera Cruz, Mexico tries to enjoy itself during the lunch hours. And the Mexican loves nothing better than a new kind of amusement, particularly if it costs only a few centavos.

Mexico generally is wide open for every type of automatic game, including those concerned with such American sports as baseball, basketball, etc., for all American sports are popular in Mexico.

There is an excellent opportunity for fortune telling machines of all kinds, few of which are now to be found anywhere in the country. Mexicans, particularly the women, are both romantic and superstitious, and the average Mexican girl yearns to peer beyond the portals of the future. She wants to know what kind of man she will marry, and when, and whether she will be rich or poor. She may or may not really believe the fortune-telling machine, but she enjoys dallying with the unknown future, and discussing it—perhaps with laughter—with her friends.

Postcard pictures of famous bull-fighters are in great demand at all times in Mexico, yet one must frequently go far and wide to find a place that sells them. When photographs of bull-fighters are displayed in a store window, the sidewalks are frequently blocked. A chain of vending machines offering these pictures, either photographs or

postcards, to the public would do a tremendous business throughout the country. The bull-fighter is twenty times as popular in Mexico as movie stars in our own country. Crowds would not block the sidewalks to see a display of photos of Clark Gable and Hedy Lamarr, but people of all ages will come for blocks in Mexico to see some posed photos of the popular bull-fighters.

Chewing gum is popular everywhere in Mexico, but chewing gum vending machines are scarcely ever to be found. The opportunities here are wide open.

Mexicans, oddly enough considering the large percentage of illiteracy, are prodigious readers. One of the largest book stores in Mexico City, for instance, is located at the entrance to Alameda Park. Americans go up to the modernistic, glittering structure expecting to find a refreshment stand; but there is no refreshment stand; there are books. (Not magazines.) Mexican books are usually inexpensive, small-sized, paperback editions that would lend themselves ideally to vending machines. Not only do these books include the usual literature, but also a wide variety of frank sex books, many of which border on the pornographic; the Mexican attitude toward these things is similar to that of the French. There is room in every city in Mexico for book-vending machines.

To the Mexican love of music is added the love of parks, and lounging in them. The establishment of coin phonographs in the public parks and squares throughout Mexico would produce an enormous and continuous revenue. The average Mexican is unhappy unless he is listening to music, and public officials are sympathetic to this demand. Every city and town in Mexico has its public parks and squares where the people gather every afternoon and evening to enjoy themselves.

Gambling in any and all forms is popular in Mexico, for the Mexicans are gamblers by nature. Although in some communities gambling outright is prohibited by law, save for the National Lottery, there are many kinds of coin-controlled games of chance that will delight the Mexicans in these locations, particularly those of the "steam shovel" type, with colorful, glittering cheap jewelry for prizes. Mexicans love jewelry, and have no compunctions about wearing cheap stuff so long as it sparkles.

There are no five-and-ten-cent stores in Mexico, and machines vending popular articles, such as combs, handkerchiefs, jewelry, perfume, and any other items in the five-and-ten category will have an enormous appeal. Just why regular five-and-ten stores have not yet found their way to Mexico is one of the mysteries of industry, but their absence does afford a tremendous

opportunity for merchandise vendors, particularly in locations which are some distance away from one of the open-air markets. These markets, where everything is sold from hairpins to furniture, are usually a good distance from the better class residential districts, and the people in these districts would appreciate a more convenient means of buying small necessities, ranging from soap to razor blades.

The drug stores, throughout Mexico, constitute virgin territory for weighing scales and all other types of machines, for they are still operating in the same manner as did drug stores in the United States fifty years ago; they sell nothing but drugs. Merchandise vendors of all types might readily be placed to advantage in these drug store locations, for they would provide extra revenue for the stores without in any way competing with their regular lines. The Mexican drug stores alone can absorb an enormous number of coin machines of all types.

Perhaps the greatest real factor of all in favor of the Mexican coin machine market is that Mexicans, even down to the lowest class peons, have become machine conscious, and progress-conscious. Modern Mexico is becoming streamlined. Mexico, within twenty years, may be as completely modernized as the United States; it is already a land of automobiles, radios, washing machines, electric refrigerators, and streamlined architecture, and this influence is making itself felt not only in the larger cities such as Juarez, Mazatlan and Chihuahua City and the capitol itself, but in the smaller towns as well. The new, growing generation is being educated in the schools to appreciate the importance of modernization and mechanization. It is more than likely that Mexico, because of the temperament of its people, may become one of the most important coin machine countries in the world. And that time is not far away. The locations are ready now. ♦

Tribute Paid To Coin Industry

CHICAGO. — "Genial Jim" Gilmore, secretary-manager of Coin Machine Industries, Inc., declared at a recent installation of CMI officers, "Never have I worked with such a fine group of officers and directors of CMI, or with such a fine industry." He praised the spirit of cooperation which he maintained was responsible for the increase from 21 members at the beginning of his term three years ago, to the present 106 members. ♦

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CHICAGO — There was a good, old-fashioned spirit at Harms Woods, Memorial Day, as employees of the Atlas Novelty Company, their families and friends, attended the annual outing.

With Mrs. Ginsburg, mother of Eddie and Morrie, acting as hostess, the 350 guests sat down to 600 hot dogs, 50 cases of pop, thousands of sandwiches, and Mrs. Ginsburg's potato salad. Mrs. Eddie Ginsburg and Mrs. Morrie Ginsburg assisted as hostesses.

Boys' and girls', men's and women's races featured the entertainment, with Eddie and Morrie Ginsburg acting as starters and awarding prizes. A softball game, tradition of the outing, was played between an Atlas team and the Morton Grove Flashers, Atlas losing the battle with a score of 6 to 5. Each player on the winning team received a necktie. ♦



The Atlas ball team at the Atlas picnic. Front row in regular order: George Clark, Rowland Schaefer, Stanley, Joe Kline, Jerry Jacobson. Back row: Eddie Ginsburg, Jack Gordon, Ben Lipin, Bernie Baygood, Harold Pincus, Howard Freer, Irv Ovitz, Sid Schneider, Harold Schwartz and Morrie Ginsburg.

Automatic Vending Looms as Retail Power

CHICAGO—The man of the house and his lady may buy stockings and suspenders, underwear and pajamas, shaving cream and cosmetics from automatic vending machines in the not too distant future.

Discussing the problem of employment, a situation created by the inroads made on retail selling personnel through defense mobilization and the draft, Royal F. Munger, financial columnist for the Chicago Daily News, prophesies the probability of retail selling by machines.

To quote his column of June 2: "The bargaining power of the individual employee will be increased, but along with this will go the general rise in selling costs, and the tendency to use mechanical aids in selling. Automatic vending has maybe been a dud, so far, but if there is any severe shortage of store employees, automatic vending may come in a rush." ♦

Groetchen's "Wings" Wins Topnotch Favor

CHICAGO—There is an interesting story behind the development of Groetchen's new 5-reel cigarette game, which appropriately enough has been christened "Wings."

Six years ago, the first 5-reel cigarette game had been offered by Groetchen in their Zig-Zag game which then enjoyed great popularity. In the meantime, 3-reel cigarette games, with and without token payout, had attained a peak of popularity, and many operators felt that something new should be offered to their patrons to keep playing interest alive. Groetchen sensed this new trend and created Wings which has quickly jumped into the lead of Cigarette Reel games. The regular "One Pack Awards," obtainable on lining up three symbols of a kind, are "spiced" at certain intervals with the desirable "5 Pack Awards," obtained on lining up four symbols, and that very elusive, but nevertheless promising big award of "Ten Packs," obtained on five symbols of a kind.

Greatly increased earning reports are reaching the Groetchen plant from the operators in various parts of the country, who were privileged to location-test "Wings" prior to its release to the trade. ♦

"Don't you think Mary looks ugly in that ultra-low cut dress?"

"Not as far as I can see."

* * *

A farmer once called his cow "Zephyr." She seemed such an amiable heiphr. When the farmer drew near She kicked off his ear, And now he's very much dephyr.



BULLY HAYES

The Last of the Pirates

An Out-of-the-Industry Feature

by

Commander Capstickdale

DURING my journeyings up and down the Pacific, I was always running across the name of Bully Hayes. Tahiti, Fiji and the Gilberts resounded with memories of this strange individual, whose deeds were so at variance with the esteem and even affection in which people appeared to hold him, that I resolved to run down the facts of his career.

Bully Hayes, stealer of ships and men might be considered as a postscript to the Age of Piracy, for he appeared on the scene later—much later—a man born out of his time.

In the sixties of the last century, there arrived in Honolulu a blonde giant of charming manners. Although only in his twenties, he had been a Lieutenant in Command in the U. S. Navy, but had left the service for reasons which he was never known to disclose. For a week he put up at the best hotel, then he became the guest of King Kamahama's Secretary of State, Gibson, staying with him for some months, and charming everyone with whom he came in contact. He left the island in command of a trading schooner, the "Kiaulani," whose name he changed to "Dancing Wave," bound for the Paumotos and Tahiti.

In the days when Fiji was a No Man's Land and anything went, Hayes sailed into Leuoka. His schooner was getting old and leaky, and Hayes' admiring glance fell on a trim locally owned barkentine. One morning the German trader, her master, awoke to find that overnight she had disappeared, and left in her stead a disreputable old schooner—no good for even island trade.

For some years, Hayes sailed the former German vessel around the Line Islands and the groups of the Southwest Pacific. At first no questions were asked, but then the islands became too hot to hold Hayes. At one time in the seventies, war ships of no less than four nations were looking for the ex-naval officer, who greatly enjoyed giving them a merry chase. Two of them he out-sailed, and gave the others the slip by hiding away in a remote lagoon. Then he departed for China and larger enterprise.

At Shanghai, he fell in love with a smart, locally owned brig, the "Hwah Ping," and to want with him meant to take. He

stole the brig from her moorings, where she lay ready to sail, loaded to the hatches with a cargo of "Yankee notions" for trade in the Pelews. This time he sailed away in his new craft without leaving the old one in exchange.

The barkentine he turned over to his mate, Ben Pease, an out and out rascal without a single redeeming trait. Pease had been an ordinary seaman in the Navy, while Hayes was a commissioned officer. For a year or two, the vessels worked in concert, trading in the Moluccas and Celebes and taking spices to Singapore. Loading at Amboyna with cargoes for Java, the two sea robbers headed their ships the other way, and made for the Pacific. There they transshipped their loads to Sydney for sale, and had trade goods sent to them with the proceeds.

Then the ships separated, Hayes going down to Rotomah, and Pease working the Ellice Islands. Here, at Vaitipu, he met old Harry Holderness, a trader from the Gilberts, who was on his way to San Francisco. Pease immediately turned on his tracks and made for Nonuti in the Gilberts, whence Holderness had sailed. Here he told old Harry's relief that Holderness wished to have the contents of his godown turned over to Captain Hayes when he arrived.

Commander Capstickdale, author of this interesting article, has had a very adventurous career. He has been Master under steam and sail; Commander of a torpedo boat and minesweeper in the British Navy; Trader in the Gilbert and Solomon Islands and Manager of a rubber and tobacco estate in Java. At present he is somewhere on the Mediterranean.

He obtained the data of Bully Hayes—last of the Pirates of the Pacific Ocean—from those who had known Hayes personally—to their cost.

Hayes played up to Pease and took \$2,000 worth of copra from Nonuti, paying for it with worthless bills on a San Francisco bank. Old Holderness lost every cent of his money, yet he told me when I knew him a quarter of a century or more later,

"Yes, sir, Bully Hayes was the finest man I ever met in my life. They don't come any better."

"But he swindled you out of a lot of money," I ventured to remark. "How about that?"

"Never mind about that. Hayes was a gentleman and a grand fellow."

This interested me, because it was more or less what I had heard many times repeated while I was trying to piece together an account of Hayes' life, and talking to people who had known him—to their cost. Incidentally, "Bully" was an entire misnomer. Where he got it remains a mystery. Hayes was anything but that. He was deadly and implacable, as cold as ice, but always suave when he was most dangerous. Never was he known to raise his voice, except in the management of his ship in a cyclone. He was a cultured man, well read and well informed, who could recite poetry and sing very well.

Another strange peculiarity of Hayes' which old Holderness told me was:

"Hayes could make lace."

"What?" I exclaimed. "Lace?"

"Yes, Sir. He had hands like Yorkshire hams, but he could perform fine work with them. He made lace and taught his native wives and flocks of half-caste children to make lace. Why," Holderness continued, warming to his subject, "all the lacework ever made around in the Pacific Islands was made by those he taught, or their descendants."

"Tell me some more," I begged. After the lace I felt I could stand anything.

"Do you know what Hayes did with my copra?"

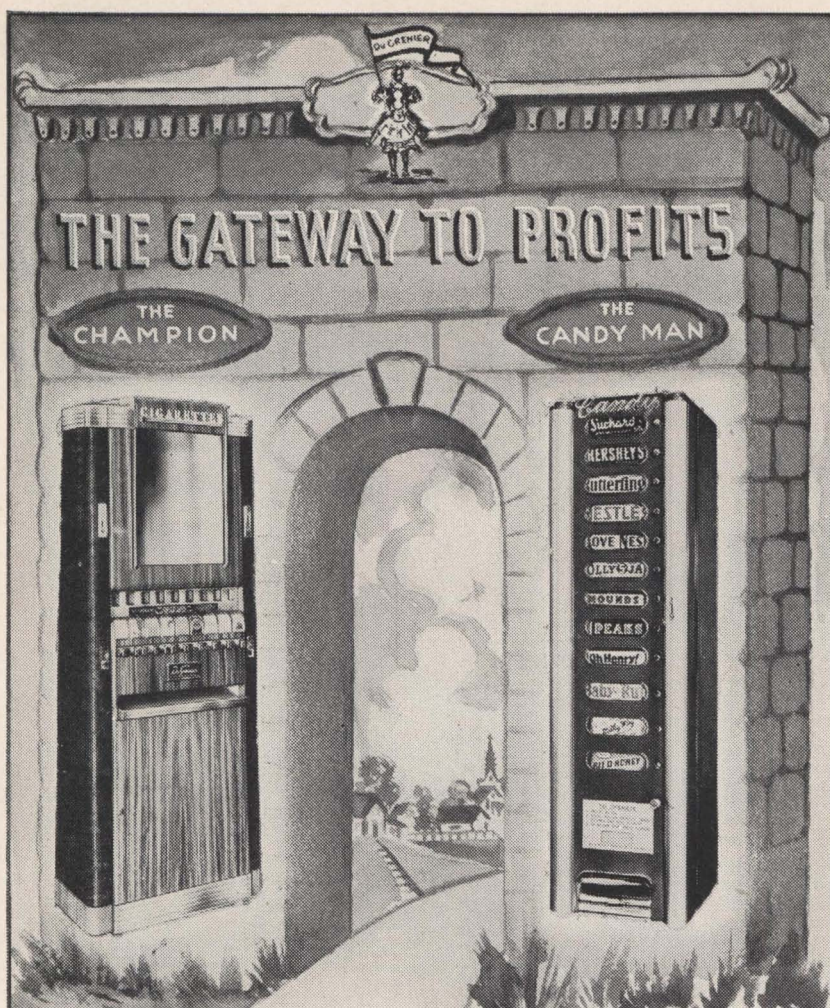
I shook my head.

"Well, he took it to Auckland, and there sold it to a merchant who was a pillar of the Presbyterian Church. They got to be very chummy, and Hayes read the lessons in meeting a couple of times. That fellow to this day won't believe anything against Hayes."

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Churches and missionaries seemed to have a strange fascination for Hayes. He took a cargo of trade goods and missionaries to the Cook Islands. Later returning to his Presbyterian friend at Auckland, he again read the lessons in church and even preached a couple of sermons. I wonder if they were on the evils of stealing? As a result, none of those hard-boiled, blue-nosed, dyed in the wool Scotchmen would ever listen to a word against "Bully" Hayes, not even when he became known in his true colors, that of a pirate.

Presently Hayes double-crossed his partner, Ben Pease. In the ensuing quarrel, Pease fired two shots at him. Whereupon Hayes picked Pease up, swung him about a few times and then hurled him overboard, halfway to his own ship at anchor nearby.

After that, Hayes put in several years of blackbirding, and either recruiting or kidnapping natives from the New Hebrides, or Banks Islands for labor in Queensland sugar fields. With a cargo of this "black ivory," Hayes arrived at Fiji, just in time to see an arrival off port, a warship flying the ensign of his country. Hayes immediately put the brig about, without being sighted, and made for the open sea. What

became of his involuntary passengers is a matter for conjecture.

Hayes took it easy for a while. Under an assumed name, he toured the United States, but in the 80's he was back again in the Pacific. This time he engaged in peaceful trading, still in his brig, "Lenora," with her six brass cannonades and stands of small arms.

With Hayes as supercargo sailed Louis Beck, first of the school of South Sea novelists in search of local color. The two men became great friends and so remained until the brig was wrecked at Sartongs Island, an outlyer of the Marshalls. For a year, Hayes ruled virtually as King of this remote but wealthy island.

Then he quarreled with Beck, who attacked him. Hayes seized him and threw him into the air as he had his former partner, Ben Pease. Their fight had an audience of natives, who roared with laughter at Beck. Mortally insulted, the novelist withdrew to a remote part of the island, since he couldn't get off it.

Several months later, a small schooner called at the island and Beck went away in her. This in spite of the fact that Hayes begged him not to, and tried to effect a reconciliation. When Beck sailed anyhow,

Hayes actually shed tears, and for weeks afterwards it was not safe for anyone to go near him. It is probable that Beck was the only human being for whom Hayes ever felt any affection.

More than one of my informants said: "That was the end of Hayes. After Beck left, he went all to pieces. Whatever he did afterwards was Beck's fault. And Beck was a picayune fellow anyhow."

Hayes secured another ship. His first mate was a six foot six Scandinavian, ex-helmsman of a Yankee whaler. In time this Norwegian came to run everything, as Hayes, for the first time in his life, took to drink. Gin completely changed his nature.

He became violent and morose by turns, addicted to sudden rages, and in one of these he struck his servant, an Ellice Islander, who had sailed with him for ten years. This had a strange and tragic result. The man was devoted to his master and he took the blow so to heart that he announced his intention of dying. With a native this is a serious matter, for he generally carries out the threat. Hayes knew this, and he tried by every means in his power, and a return of his old charm, to make the man change his mind. In vain, for the native died actually of a broken heart.

This sent Hayes further on the road to the pack. From grand villainy, he passed to petty roguery, robbing small traders and shanghaiing natives who had trusted him. For the first time in his career, he was mean.

In one of his gin-induced rages, Hayes struck his Viking first mate, and the man went berserk and attacked Hayes. During the rough and tumble fight along the decks that ensued, the giant Norwegian found he had met more than his match in the fifty years old Captain, although he was in his thirties. The Norwegian was badly injured. Hayes threw him to the deck, then kicked him and called him a "Scowhegan dog."

He turned away then, leaving the First Mate writhing on the deck. He walked aft toward the saloon, but never reached it. Painfully hurt though he was, the Norwegian crept after his Captain. He stabbed Hayes with a copra knife, and the Bully died almost instantly.

The Pacific may have been well rid of Hayes, but it must be confessed a great deal of color was lost in his passing. He was a gentleman by birth and breeding, a man of cultured tastes, adored by the natives on the island over which he ruled, liked even by those whom he had robbed. Also he was a man of indomitable proven courage and resource—a seaman to the very marrow of his bones. He might have risen high in his country's service, had it not been for his utter disregard for the laws of property. He was a good man gone wrong—"The Last of the Pirates." ♦

* * *

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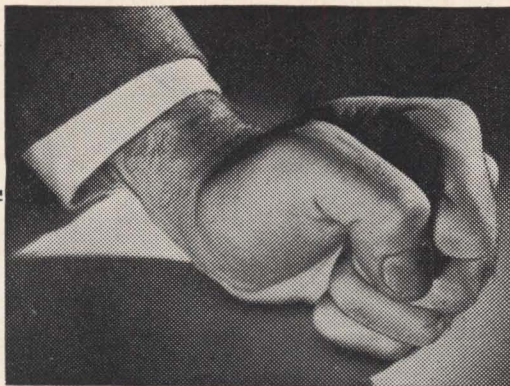
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**COIN
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13

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Mention of **THE COIN MACHINE REVIEW** is your best introduction to our advertisers.

What's Cookin'

William Corcoran, Bill Mahaffey, Mac Mohr, R. E. "Smitty" Smith, and other prominent Operator-Chefs describe their favorite dish in this fascinating Department this month.



For an old time hunter—

Wild Duck

To begin with, the duck should be left in the refrigerator for at least seven days, giving it proper time to age. Then clean the bird well and stuff with chopped onion and celery. Get your oven red hot—about 450°. When the oven is good and hot, put the bird in and cook it medium rare (18 minutes) until it is a nice brown color. After removing from the oven take a carving knife or duck shears and cut off two nice filet steaks to be served on a platter nicely garnished with a little parsley and lemon.

Press the juice from the carcass and place in a skillet, adding 2 ounces of red wine, 1 tsp. Worcestershire sauce, paprika, salt, pepper, a kernel of garlic, and a small piece of butter. After this mixture becomes lukewarm in the skillet, take the yolk of an egg and mix in thoroughly, which will thicken this gravy. When the duck is served with this gravy, along with a bottle of fine red wine, I'll say you can't beat it.

WILLIAM CORCORAN, San Francisco

Something to try while the Saratogas are sizzling:

Mud Hens a la Mahaffey

After you have stumbled in 4 or 5 creeks over your head, your dog has failed to retrieve, and you have had to swim out yourself to do the dog's job, and then finally arrived home late at night with the mud hens to find Mrs. Mahaffey — or YOUR wife — gone south—

Prepare a nice fire and keep refueling until you have a nice deep bed of red hot coals.

Next take a clean white pine plank and after thoroughly covering the bird with a nice thick coat of mud, tie it very securely to the pine plank. Bury bird and plank as deep in the coals as possible and leave it there until you start drooling at the mouth. Next remove the feathered sweetie and cut the string. Finally—and this is MOST IMPORTANT—throw the bird over your left shoulder and eat the plank.

This is particularly recommended for operators who have some

greasy spoons along their routes and who, for business reasons, have to patronize them occasionally.

BILL MAHAFFEY,
Valley Vendors Co., Stockton, Calif.

(NOTE: It is reported that goats, as well as gourmands, like this. Ed.)

This is my favorite recipe—a Hungarian dish called:

Pascoodnick Pudding

5 wheat bread rolls
3/4 lb. raw suet
1/2 cup brown sugar
1 tbs. molasses
1 tsp. cinnamon
1 grated lemon rind
1 tbs. water
salt
1/2 lb. prunes, stewed

Soak the bread rolls in water, then press quite dry. Mix well with suet, sugar, molasses, cinnamon and lemon rind, the tablespoon of water, a pinch of salt. Line an iron pot with alternate layers of this dough, and fill with the stewed and stoned prunes. Bake 2 hours, basting often with prune juice.

MAC MOHR,
Mac Mohr Co., Los Angeles

When I am "batching it" for any reason, and am obliged to prepare my own meals, I invariably fall back on a dish which is a great favorite of mine, and which we call:

Bachelor Chow

1 pkg. spaghetti
1 lb. good hamburger steak
1 med. onion
1 can tomato soup
salt and pepper to taste

Prepare the spaghetti in the usual way, boiling 'till tender in salted, rapidly boiling water. Blanch and set aside, and then prepare the meat as follows:

Mince the onion and add to the raw hamburger. Put the hamburger in a skillet and cook over a medium flame, stirring and turning with a fork until fully cooked and properly browned. Add the cooked hamburger to the spaghetti, together with the can of tomato soup. Mix thoroughly and heat until good and hot. Serves only ONE, and that is YOU. You'll eat it all yourself. Let the rest of the family prepare their own CHOW.

Both spaghetti and hamburger are foods which appeal to all men, and when the two are blended properly, as they are here, then you have something to brag about and something to smack your lips over.

Oh yes—if you're interested, ask me for my non-explosive Cream Puff recipe.

R. E. "SMITTY" SMITH,
O. D. Jennings & Co., Chicago

To the point:

Richardson Special

Pop corn and milk for a Sunday evening fireside dish.

R. M. RICHARDSON,
R. M. Richardson Co., Berkeley, Calif. ♦

Operators' Dream Paradise Found in Panama

LOS ANGELES—Coin machine business is so good in Panama that the money changer's pockets are worn out, according to an article by Ludwig Bemelmans in the June issue of *McCall's Magazine*.

Describing life in this important and vital outpost of America, the author arrives at this paragraph: "Most of the young

men come from places where the bars are closed on Sundays and the drugstores are open—here the order is reversed.

"One sees them standing in line in front of rows of machines. The man who hands them change has a canvas apron tied around his middle; from this he dishes out dimes, nickels, quarters; so good is business here that the leather edge of the pockets that are sewn on the apron is worn off and the canvas frayed." ♦

Baseball Re-lives in Batting Practice

BROOKLYN—From Ty Cobb to Dizzy Dean and from Babe Ruth to Hank Greenburg, the boys who can swat and run remain remembered heroes to America! "Baseball is the great representative of the spirit of America" says Max Levine of Scientific Machine Corporation. "There have been many changes in our country, there will be many more . . . but baseball and the American love of baseball never change.

"That's why Scientific Batting Practice is called the 'greatest game that has ever appeared in the industry' by leading operators, jobbers and distributors. It really features baseball as baseball is played, and all the fanfare and thrills and exciting action."

Batting Practice is an example of the testing methods of Scientific Machine Corporation for it was tested over a long period before being presented to the coin machine industry. ♦

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14

FOR
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NEW YORK

Covered By
IRVING SHERMAN

NEW YORK (RC) — Hats off to the Munves boys! It's coinmen like these boys who make you think the business is going somewhere. Jacking up prize awards to \$1200 in their idea contest, the Munves family has not only opened the gates wide for ideas but it has shown the trade that grabbing the other feller's spot isn't the only way to increase your business.

Is business good? You should try and get into some of those jobbers' dens! What are the boys offering—Hedy Lamarr and the Marx Brothers on toast? Seeburg, Rock-Ola, Wurlitzer, the merchandisers and games are whirling dervishes these days.

Have you heard the good news? Summer festivals are in store. The CMA, the Amalgamated and other local units are setting up their dates for bucolic idyls—you know, the place where grass really grows and a tree ain't by the courtesy of MGM.

It's only a short while back Bert Lane was battling 'em out for Ponser. Now the local boy is branching out and taking more space on Coin Machine Row. A decorator has been called in and when he's through even the manufacturers will have to take off their hats when they hit Seaboard!

In-again-out-again Joe Fishman is back with the Amalgamated. Seems Joe just can't keep away from the boys and the boys, knowing what a firecracker Joe can be, want Joe to feel that the welcome sign is a permanent fixture.

Big names in town this semester include Frank DuGrenier whom we spotted in conference with Jimmy Martin and Joe Snow, DuGrenier representatives. The firm has caught Coin Machine Row fever and is adding to its space.

Did you know that Bill Peek is swearing off gardenias? The decision came when Bill had a fallout with his car and blamed the lapel decorator for getting in his way.

Seeburg's outlet on Tenth Avenue is getting to be a second Hollywood stopover. If Nat Cohn keeps on dishing out those pretties of stage, screen and radio, how do you expect the boys to go home to their wives? Latest were the King Sisters.

Maybe you don't believe in miracles, but plain duty prompts us to report that those two portly gentlemen who frequent the CMA have gone down ten pounds and they're not through yet. As we understand it, the cause for all this subtraction is a sidebet that before June is out, one of the duet will be down to a measly 200 lbs.

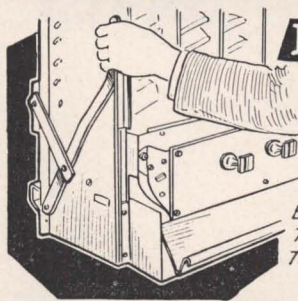
What's brewing over at Supreme Vending? The last time we spotted the Little Napoleon he was so busy we thought we were on a racetrack. It can't be those three arcades and handling the Buckley Music System that sends Willie Blatt going round and round?

Paul Glimas is not taking the Greek defeat too hard. Opined Paul: "We Greeks haven't started yet. They may have driven us out but before we're through we'll make the N. G.'s feel like a Saturday night in Tombstone with the bars shut down."

Sam (Commodore) Yollen looks forward to a commission in the U. S. Navy as the government is sounding out all owners of boats as to whether they would care to join up. Sam's difficulty is deciding whether he ought to be just plain Commo-

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dore in the future or, maybe, Rear Admiral, if you get what we mean.

Al S. Douglis and Dave Helfenbein, Chicago, breezed through Big Town at the end of May. According to the two, Daval finds business excellent and expects the trend to continue throughout the summer. As yet, manufacturers need not fear priorities, but the adage about "making hay" is not out of place in this connection.

All pals of Dave Simon will be glad to learn that Dave is up and about again after a session at the hospital.

Bill Rabkin of Mutoscope tagged ye reporter recently about Drive-Mobile. Rabkin wants us to pass on the word that Mutoscope has found this to be one of its best sellers and it feels that coinmen everywhere have a good bet in the game. As Mutoscope has been calling 'em right

from 'way back we pass on the dope to the trade.

Packard's sales manager, Rudy Greenbaum, hit the New York trail and had a few rounds with the boys. Rudy is in the pink and so is business.

Penny vendors look good from where we stand. A little trek around town reveals that vendors have increased in spots everywhere. This is the best sign yet that the trade is getting healthier and healthier. One large operator of penny machines has assured us that the future of these machines is rosy. He explained that loss of manpower and inflation means that the machines can offer staples at deflated prices with a cost subject only to cost of raw materials and rent.

George Ponser doesn't stay out of the news long. This time Ponser rings the

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welkin with the info that, following a trip to the Windy Town, he has come back with the exclusive operating franchise for the Mills Panoram.

Skyfighters are still the rage. It's a question, however, whether most operators are taking full advantage of the psychology of this game. Just opening a hole in the wall or spotting the machine in a corner isn't the trick. What is needed is more atmosphere and a backdrop of RAF planes in dogfights plus ground battle scenes building up a pull that can't be beat. Use a little more imagination, fellers. People don't eat raw meat; they like sandwiches all dressed up.

Questions have been coming in about army camps and what operators can do about getting games in. Uncle Sam's headquarters are in Washington, D.C. Any business inquiries should be directed to the War Department, there. However, a letter addressed to Commanding Officer, Fort Dix, N. J., will receive attention in this area and either be forwarded to Washington or be answered by the district authority.

Proof of the spirit of cooperation which has been brought into play among local operators is the move recently to place the various routes of operators drafted into the army into the hands of exempt men who will maintain and work these routes on an arrangement satisfactory to all principals involved. Instead of trying to cut the ground from under the other fellows, operators now will try to preserve his business, especially when the one concerned is busy on his country's errands.

The banquet of the Amusement Board of Trade of New Jersey is one more sign that the Jersey boys are coming along fast. Not only has this organization doubled in size in one year, but it displays a force for construction that will help the trade everywhere. Thanks to Leroy Stein and others of the ABT, they haven't missed a bet.

Palm Springs Public Opinion Ends Gambling Prosecution

PALM SPRINGS—Gambling cases involving four prominent night club owners here were dropped because local citizens went on record as favoring gambling enterprises and for lack of a jury.

Operators involved were Earl Sausser, owner and operator of the 139 Club, Al Wertheimer of the Dunes Club and Frank Portnoy and Jake Katleman of the Cove Club. Charges against Sausser have already been dismissed and a motion is in order for the dismissal of similar charges against Wertheimer, Portnoy and Katleman. The action is regarded as meaning that Riverside County authorities will not again seek to obtain local convictions on gambling charges.

Palm Springs residents stated frankly that they considered gambling devices an asset to the community and favored lax enforcement of laws governing them. District Attorney Earl Redwine declared, "I don't think it is possible to obtain such a jury as the law requires and contemplates" after many prospective jurors made it plain they considered gambling opera-

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tions of value to the community. This theory was borne out by Deputy District Attorney Russel S. Waite who, after asking Judge Albert R. Hoffman to excuse the jury from the courtroom, requested dismissal motion on grounds, unprecedented, that, with all his prospects exhausted, there were still five persons on the jury who had expressed themselves in favor of lax enforcement of gambling laws in this area.

Plastic Offered as Aluminum Substitute

NEW YORK—Due to the priority demands of the National Defense Program, the aluminum mills of America are unable to continue the supply of material to fabricators of aluminum products in the commercial fields.

In view of this situation, the R. D. Werner Company, Inc., of New York, finishers of extruding metal moulding, recently an-

nounced a new line of plastic products under the trade names "Plastikmould" and "Plastiktrim."

These new plastic products are manufactured in a wide range of colors in similar shapes and sizes as now supplied in aluminum; also rods, tubes, and other commercial items both flexible and rigid.

P. C. Goodspeed, who has had many years' experience with plastics, is in charge.

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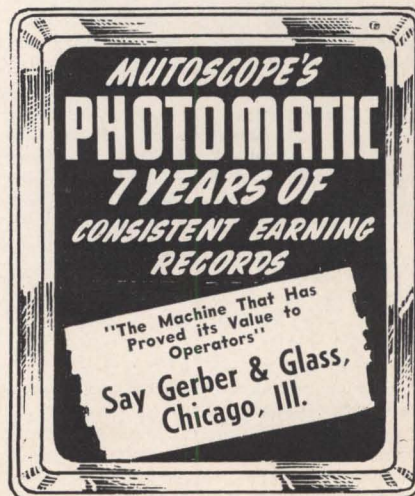
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16

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JUNE
1941

A Tried-and-Proven Method of Obtaining MORE Marble Locations

B. K. Anderson

"I KNOW that in Kansas City and all large towns like it there are hundreds of good locations for re-play pin ball tables that operators pass by every day without giving them a second glance. These places aren't on some operator's route usually for one of two reasons: either an operator has tried one type of equipment there and hasn't made a success of it, or no operator has taken the trouble to find out what's inside."

So says Frank Fasone, co-owner with Frank Bucceso, of the Acme Amusement Co., Kansas City, Missouri. And Fasone isn't repeating idle gossip in making this statement. He knows because he's been there, and any operator who desires to do so may easily make the same test.

Here's how to do it: Set aside a certain definite section of your city containing some business establishments. Then check every building in that district unless it is a residence. Ask plenty of questions—"how many people come in here in a day's time, how long they stay, what kind of people as to age, sex, and income, and have you ever tried an amusement machine?"

"This," says Fasone, "will very early prove to you one important thing—that it isn't the best locations that are being operated, but the ones that are easiest to get."

To better demonstrate, let's take an actual instance from Frank Fasone's files. He enters this neighborhood to make a location check. It's on the rim of the business district. He pauses on the sidewalk to let a taxi cross ahead of him into a garage. He looks inside. There are a lot more cabs in there and drivers, too. There's a water fountain and a peanut vendor and a small empty space beside these.

Frank sort of hangs around. Certainly cab drivers like re-play tables. Down at the corner he's seen them in the hamburger stand gathered around one of his machines waiting for a chance to play. If there were room for another machine in there it would double his profits from this source. And why wouldn't the cab company like the profit from one, or maybe they could turn it over to the Drivers' Aid Fund.

He now is equipped to sell the company on the table. He goes in. Yes, the company would like it and turning over the commission to the Aid Fund is a good idea. Also, it would keep the drivers in the garage instead of down at the corner. They would be closer at hand when needed. Only, there have been a couple of machines in the garage in days gone by, and the operators took them out. They weren't profitable.

"Why weren't they profitable?" Frank asks himself. "Did the drivers resent the company getting back a share of their nickels? Or was the former owner leery about this spot, and so used only old, out-dated equipment here?"

The next day one of the very latest of Acme's new tables goes on location in the garage. It bears the legend: "The commission from this machine goes to the Drivers' Aid Fund." Now this garage is one of the best locations for re-play machines in the city. The two pinball tables there get 24-hour play, and Frank Fasone splits the heavy coin box receipts with the

Drivers' Aid Fund. Yep, you wouldn't notice the place from the street, but it has paid \$25 a week.

It is Fasone's opinion that any operator who has trouble getting all of this type of locations that he wants may blame it on one of three reasons. He is a poor salesman, he has developed no automatic location getting program, or he's just outright lazy.

Among the better systems and methods which this firm have found to assure a consistently stronger list of exceptional locations are: direct mail, phone, canvass, personal newspaper ads, recommended and sectional contacts.

In using direct mail, two systems are suggested. In one a city directory is used so that the contacts may all be made in the same part of the city, and thus reduce maintenance and service costs. The card is directed to all addresses in the district except residences. It states the firm's business, amusement machines, and the belief that perhaps there is the opportunity there for a location that will make it profitable for both the location owner and the operator.

The card also suggests a personal interview with the operator and either directs the prospective location owner to phone the operator, or provides a return card for his answer. Usually the return card provides a better percentage of replies, and the cost is negligible. The card is always directed to the owner and manager and suggests that the commissions may be turned into any number of channels that the firm has been paying out of its pockets previously.

This system, of course, is the cheapest yet devised to give city-wide coverage at the lowest cost. It not only saves the operator time, but gets into those places he misses in "passing by."

The phone system works much the same way, except that the contact is via telephone, and can be so directed as to utilize the spare time of the office help. However, it has proved better to get one girl to handle this department alone. She can thus develop a rounded technique and need not be a full-time employee. In fact, she can make the calls from her own home and be paid on a percentage of successful contacts basis.

Cold canvass follows the same course as the direct mail except that the operator sets out through a district on foot and enters each door without former contact. Direct mail may be worked into this by a mailing that announces that the operator is to call on a certain day, and lets the card prepare the way for him.

Personal newspaper ads have proved time and again to be the most widely read of all the classified section. They are the best place for the operator to run his location seeking message because they afford him the use of originality in gaining interest for his sales message. He can vary his appeal here and in the process get at least one type of appeal that will catch the eye of most of the people he is trying to reach. Also messages in the "personals" build up a strong "I heard" or suggestive result. They are constantly read by persons seeking some way of making a little side-money.

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17

FOR
JUNE
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are probably employed today by more operators in seeking new locations than any other method. In the case of the "recommended" they seek to learn from their established locations where else might be a good spot for their machines. In this case, Fasone suggests that better results will be attained if this becomes a regular program and not just a matter of chance.

In other words, instead of having the service man or someone else around the place ask the question at intervals, let the operator or contact man of the firm set aside regular days for this pursuit alone. Then he can follow out the suggested contacts immediately and you can be sure of your coverage.

Sectionalized contacts, of course, confine themselves to going into the yellow section of the telephone book and picking out one particular type of business and plugging it. For example, taverns, drug stores, restaurants, etc.

It is true that operators have found that certain types of business as a class are more profitable locations than others. But, once the supply of these choice locations is exhausted in the preferred category, then the operator must, if he is to expand, either develop powers of clairvoyance, or develop an automatic and fool-proof system that assures him new locations.

The latter system, having been tried and proved, is more reliable in most cases in Frank Fasone's way of thinking. ♦

* * *

Arriving Missionary: "May I ask what course you intend to take with me?"

Cannibal King: "The regular one. You'll follow the fish."

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An Astrological Portrait — of —

A. S. DOUGLIS of The Daval Co.

— Prepared by —

HELENE PAUL

World Famous Astrologer

The horoscope of Mr. A. S. Dougkis, born March 8th, reveals great duality. His Sun in Pisces contributes a kind, loving, confiding, sympathetic nature, a disposition that is hospitable, courteous, idealistic and intensely emotional. Quick to observe deficiencies in others as well as in himself, he notices also lack of completeness in anything. This is a secretive sign—lacking in self-confidence, modest and timid—hesitating to “push himself.” At times inclined to be despondent and over-anxious, he would need a great deal of encouragement—especially in the early years of his life. He undoubtedly was known as a “bashful kid” up to about his sixteenth or seven-

teenth year, and then the contradictory qualities of the “Moon in Aries” began to manifest themselves.

Due to the “Moon in Aries”—Mr. Dougkis is forceful, positive, independent, self-reliant and courageous. Persistent and impulsive in manner, he is aggressive, energetic and extremely enterprising. He must be at the head of some undertaking—or in some way prominent in his sphere of life. It is this quality which undoubtedly has stood him in good stead in achieving the success and the position in his industry. Quick-tempered, he is apt to “fly off the handle”—but does not harbor a grudge, and usually does everything he possibly

can to make up for any possible injury—no matter how slight.

Other aspects of his natal constellation confer an extremely strong intuition, a knowledge not acquired from books, a mind that is highly imaginative, analytical, versatile, easily adapted to the requirements of the moment. He is a good worker—mentally very active, quick-witted and shrewd. Tactful, and discriminative, he possesses great reserve force and energy.

In the choice of a vocation, there could have been a very strong tendency towards medicine, surgery or chemistry, but due to early domestic complications and to conditions beyond his control, this apparently had to be abandoned. It is interesting to note that the intensely sympathetic qualities of Mr. Dougkis would dominate him considerably—especially in his great desire to help those in need. He is undoubtedly quite involved with charitable organizations, and does much good without “telling the world.”

The future promises to be an interesting one for Mr. Dougkis. A great deal will depend upon his degree of preparedness in order that he may be prepared for the opportunities that his horoscope promises. The planets “impel” but do not “compel”—and it is the native who must “help things happen.” This can be done only through a foreknowledge of events through the intelligent application of astrological principles and the guidance of a competent Astrologer. ♦

“When Were You Born?”

By

HELENE PAUL—Famous Astrologer

If you were born under the sign of Taurus—between April 21st and May 21st, you are kind, gentle, and magnanimous. If anything, you are too generous and often overload yourself with the burdens of others. You partake many characteristics of the Bull, the symbol of your sign, and are stubborn and unyielding. You are usually secretive and possess a great amount of pent up physical energy. Your nature will not stand very much opposition even from

LOST —

A PRIZE LOCATION!

And you don't know why! The owner gave a reason but you have a “hunch” it was just a polite excuse. The real answer is simply this! YOU weren't a good Salesman! In the coin machine industry every operator . . . jobber and distributor . . . executive . . . must be a Grade-A Salesman! Turn failures into success! Sell yourself . . . your services . . . your location BETTER than the next man! Start making bigger profits! Six dollars spent today may mean hundreds coming in tomorrow!



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Just seven, small books, 4½ x 8½ inches, showing tested methods of top flight salesmen in action! No by-gone ideas but sales tips as modern as 1941! Streamlined for today's requirements! The series demonstrates

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| 1. Planning the Sale | 4. Disposing of Objections |
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End this year with a record increase in business and profit! Send for a sample set of J. C. Aspley's “Strategy in Selling”. Mail your six dollars to

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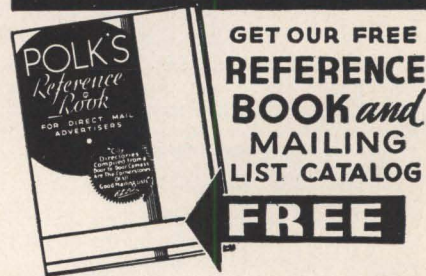
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I am enclosing a remittance of \$_____ for which
please send me _____ sets of J. C. Aspley's STRATEGY IN
SELLING to the following address:

Name _____ Title _____
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California Orders must include 3% State Sales Tax.

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Gives counts and prices on accurate guaranteed mailing lists of all classes of business enterprises in the U. S. Wholesalers—Retailers—Manufacturers by classification and state. Also hundreds of selections of individuals such as professional men, auto owners, income lists, etc.

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18

FOR
JUNE
1941

a near and dear friend. Your opinions are fixed, your will inflexible. When you become an enemy, you are very bitter and relentless, and do not forgive or forget easily. You have a genial personality, are bright and witty, fond of good literature, art, music. You have a sympathetic manner—and should be popular in social or public life.

The Taurus person is easily misled, especially through sympathy and flattery. You are exacting, jealous and love your own comfort and ease. You must learn to cultivate reason and control of your passions, and to restrain impulses. You should remember that the "greatest of all conquests is the conquest of self."

Vocational:

In the choice of a vocation, you are best suited for positions that require the use of your constructive and executive ability. The Taurus mind is not original, but can direct and carry out schemes and plans of others with great success. You are slow in expression, but sure in your methods and seldom fail to grasp the "Golden Opportunity"—especially if you know when it is coming. Suited to fill positions of responsibility, you are reliable, and trustworthy and make an excellent business partner. You are well equipped for handling money, either in the banking business or in any large enterprise in which you could decide the questions of expenditures. You also would do well in dairy or fruit farming or in horticulture. Your love of good food makes you capable in the profession of pastry cooking and the manufacture of candy. Art treasures or jewelry or small valuables hold great fascination for you, and any one of these can furnish a very lucrative vocation or a most engaging hobby.

Women of this sign may choose any of the aforementioned vocations and also make excellent milliners, dressmakers and hairdressers; cashiers and bookkeepers. Both men and women can fill positions requiring great endurance and executive ability.

Children:

If you have a child born under the sign of Taurus, you have one that is loving and dependable if handled correctly. They love beautiful things and can be encouraged to work hard if they can see that hard work brings results in some way. Reward them for accomplishment—but not unless they have earned it. Teach them that everything in life must be paid for by some effort. ♦

No More Jail For Bridge Players

VENTURA, Calif.—It's no longer illegal to play bridge games for prizes in a private home and the Elks and other fraternal groups can play poker for something besides fun and pins.

Granting that the old anti-gambling ordinance was too strict, the City Council passed, at first reading, an amendment authorizing "fraternal, labor, benevolent or charitable" organizations to conduct card rooms where card games, not in conflict with State gambling laws, may be played for money. Thus, with only Councilman Louis A. Snow dissenting, the Council legalizes draw poker, pinochle, casino and other similar games.

The amendment included a clause making legal "for purely social purposes any game at a public social gathering at which prizes of usual or ordinary value are given." ♦

STEER THE SURE WAY TO STEADY PROFITS!



with **MARVEL**

AMERICA'S GREATEST CIGARETTE
REEL TOKEN PAYOUT COUNTER GAME

★ MARVEL continues to be the marvel of the counter game industry! Truly "THE WORLD'S GREATEST AND MOST BEAUTIFUL THREE REEL CIGARETTE ACTION TOKEN PAYOUT COUNTER GAME," a machine that EARNS BIG, STEADY PROFITS FOR YEARS!! That has Mystery Award ACTION, Big Ball Gum Vendor (Optional), AND A HUNDRED MORE NEWER, BETTER, DIFFERENT, ORIGINAL DAVAL PRECISION BUILT FEATURES, PLUS TWO YEAR UNCONDITIONAL MECHANISM GUARANTEE! NOW, THIS VERY MINUTE, THIS IS THE TIME TO INVEST IN "MARVEL"!! Rush Your Order to Your Nearest Daval Distributor TO-
DAY!

SAMPLE
\$34⁵⁰

BALL GUM MODEL
ONLY \$2 EXTRA



and **AMERICAN EAGLE**
NEW "DEFENSE" MODEL

★ ZOOMING PROFITS to new high records on locations EVERYWHERE . . . that's DAVAL'S GREATEST, TIMELY COUNTER GAME SENSATION. New "DEFENSE" Model AMERICAN EAGLE, not only Free Play Token Award, not only Mystery Payout Action, not only Complete Control over the payout, not only 2 Full Years' Unconditional Mechanism GUARANTEE, not only the GREATEST, MOST BEAUTIFUL, MOST APPEALING COUNTER GAME EVER BUILT, BUT NEW, TIMELY, VICTORY SYMBOLS, featuring Tanks, Machine Guns, Anti-Aircraft Guns, Parachutes, etc. FOR THE BIGGEST, STEADIEST YEAR-AFTER-YEAR PROFIT YOU'VE EVER EARNED.

SAMPLE
\$34⁵⁰

BALL GUM MODEL
ONLY \$2 EXTRA



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

COIN
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19
FOR
JUNE
1941

VENDORS

Parina Completes Three Week Trip

LOS ANGELES—Returning to Los Angeles June 4th from a three weeks' trip through the Pacific Northwest, A. F. "Tony" Parina, of R. A. Parina & Co., DuGrenier Distributors, expressed himself as "pleased beyond words at the cordial reception I received everywhere, the optimism of merchandise operators and the excellent prospects for increased business in the immediate future."

Parina was amazed at the excellent business being enjoyed by cigarette, candy bar and gum machine operators where there is considerable defense activity. He reports that operators are fully cognizant of the impossibility of deliveries of equipment by water at the present time and are planning their schedules so as to route machines by freight as rapidly as possible before prices advance and deliveries become more uncertain.

Concluding, Parina stated: "I am most gratified with the excellent business I booked while on my three week trip and the prospects for increased business in the future."

* * *

"Did you recover entirely from your operation?"

"No, the doctor says I have two more payments to make."

COIN
MACHINE
REVIEW

20

FOR
JUNE
1941

No Gyp Game!

The public can see the winners in the NEW FAST PROFIT PREMIUM VENDOR.

2 doz. premiums
1100 balls of gum
1 Prize King Vendor
All for..... \$11.00



VIEW-A-SCOPE

SHOW—Gypsy Rose Lee, Sally Rand, Ice Follies, Chez Paree, College Inn, Earl Carroll's Beautiful Girls: Scenic and Children's films.



35 m.m. Film, Life-Like 3rd dimension. Operates on single dry cell battery. Use any place—it's Legal.

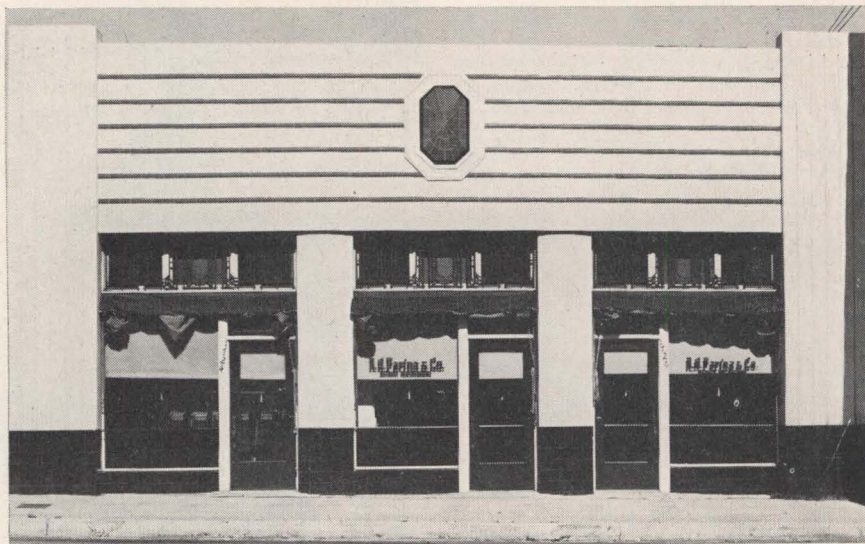
Only \$29.95 each Complete with 3 films

Other Vendors \$3.95 up. Order from ad or write for circular.

AUTOMATIC GAMES

2422R Fullerton Ave.

Chicago



Beautiful new Los Angeles quarters of R. A. Parina & Company at 1726 South Vermont where a display of DuGrenier products and Adams Gum Vendor is maintained. Ample stocks are carried on all machines and Adams gum for immediate deliveries to Western operators.

Earl Visiting Stoner Plant

AURORA—W. E. Earl, Stoner's Western representative on Univendor, is visiting the big Stoner plant at Aurora to discuss plans for Univendor out West.

Earl is well known by operators throughout the Western territory as a result of his many years in the candy vending business. Earl states that during the past six months more Univendors have been installed in Northwestern theatres than all other makes of candy machines combined.

The J. J. Parker theatre chain of Portland, Oregon, recently installed eleven units in their various theatres. Univendors are being placed in the Sterling chain of Seattle, Washington.

Many operators throughout the states covered by Earl are buying Univendors. The fact that merchandise from 5c to 20c can be sold through the Univendor, whether

it be candy, cigarettes or other articles, has sold the experienced operator on the value of this popular vendor.

Jantzen Beach of Portland, Oregon, one of the world's largest and most popular amusement resorts and controlled by Jantzen Knitting Mills, manufacturers of the famous Jantzen swim suit, is using the Univendor exclusively for the sale of cigarettes and candy at this famous resort. Paul Huedepohl, former Olympic diving champion and General Manager of Jantzen Beach states, "The high standards that Jantzen Beach requires made it necessary that we install the Univendor. The streamlined beauty of the machine, the clog-proof mechanism, the fact that Univendor could be adjusted within a few seconds to vend either cigarettes or candy proved that this was the machine of our choice. Sales during the first few weeks of the 1941 season have more than shown that our judgment in the selection of the Univendor was correct."

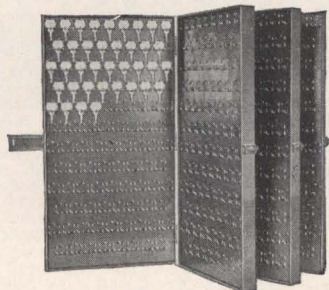
LOST KEYS!

STOLEN KEYS!

MIXED-UP KEYS!

These costly troubles end when keys are kept safe and orderly in a

KEY CABINET



No. 966—Key Cabinet (Open)

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18 1/4" wide x 34 1/4" high x 2 1/4" deep. Each intermediate section adds 1 1/4" to depth. Prices quoted on application, advise size of key blanks or tags.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

W. W. WILCOX MFG. CO.

564-572 W. Randolph Street CHICAGO, ILL.

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Report of the Western Vending Machine Operators Association

Meeting of MAY 27th, 1941

As usual, discussion of matters of importance to operators brings up the license situation. We have a new ordinance now in effect in the city of San Marino to report. The new license rate is \$1.00 per year per machine on all types of merchandise machines and \$3.00 per year on scales.

The favorite subject at the last meeting was "Scotty." Oh, Scotty where hast thou gone? It was rumored by many that our president, J. H. Scott, was in hiding, fearing a "Blitzkrieg" from Dan Cupid. We don't know where he was that night, but you can't keep a bunch like us from guessing.

Mr. Huizing, Senior, did not receive an answer to his question about what to do with his "Slug Stew" after cooking it. He hopes to catch some "Slug Artists" and make them eat it in the future.

"Mac" McNaughton, one of our old timers, has felt the urge of youth and ordered one of the classy, new Studebaker cars, which he will get at the factory very soon.

Our old friend Mr. Shelda, of the Peerless Weighing Machine Corporation, was back with us again at this meeting and had some valuable information for us regarding legal matters, especially those concerned with restrictions against machines on sidewalks and those fastened to the exteriors of buildings.

Our friend and fellow member, Leland, gum operator deluxe, who has been in the business since its earliest days, has just returned from a trip through Utah and reports business is quite normal in that state with some good, hot spots. Arizona business is also good, according to Mr. Leland.

Don't forget, the next meeting . . . Tuesday, June 24th . . . Election of officers!

Detroit Operators Given New DuGrenier Service

DETROIT — A centralized distributing point for the sale and service of DuGrenier machines has been established with the permanent display at the Brilliant Music Company's headquarters.

The DuGrenier Champion cigarette merchandiser and Candy Man 5c candy bar machine are displayed with Joe Snow, DuGrenier Detroit representative, Joe Brilliant, Max Lipin and a competent staff to answer any operator's question regarding the sale and service of every DuGrenier machine.

Tax Emergency Met By Rowe Machines

BELLEVILLE, New Jersey — Operators puzzling the problem of how to adjust their cigarette machines to meet prices raised by new government taxing can stop worrying, according to Rowe Manufacturing Company.

Since 1933, when the Rowe "Aristocrat" was designed to vend at any price up to 25c per pack, all Rowe Machines, "Imperials," "Royals" and "Presidents," have allowed easy adjustment up to 25c operation. Should an operator prefer his machine to be operated with a quarter instead of nickels and dimes, a 25c slug ejector can be installed almost instantly.

Univendor

THE MULTIPLE PRICE VENDOR



A
favorite with
Industrial
Locations

With Univendor's exclusive multiple price vending feature you can vend candy bars, gum, mints, and many other items ranging in price from 5c to 20c. Because of this wide flexibility in merchandise you can vend just the items most popular with each individual location. This is one reason for Univendor's popularity with industrial locations everywhere. Others are its large capacity, smart appearance and its slug-proof operation. For the greater return from your vendor operations switch to Univendor.

Stoner Corp.



332 Gale Avenue
Aurora, Illinois

Yank Wages Private War on Europeans

LOS ANGELES—Every European who opens his mouth on an American lecture tour to declare that America has no culture is an enemy as far as Max Kraut of U-Need-A-Pak's Western distributing office is concerned. "Americans are the greatest beauty lovers in the entire world," declares Max. "And they don't stop at the big things like buildings or paintings . . . they demand beauty of line in every small thing they use or see, even to cigarette lighters and automobile radiator caps!"

Because of that belief, Max is enthusiastic about U-Need-A-Pak having one of America's greatest designers, famous for his streamlined artistic triumphs, design the new U-Need-A-Pak machine. Norman Bel Geddes, who created the General Motors' Futurama Exhibit for the New York

World's Fair and, more recently, brought Ringling Brothers' posters up to streamlined America's taste, casually and successfully abandoning the animal picture idea, is responsible for the U-Need-A-Pak machine.

"Ringling Brothers just set the highest entertainment attendance record in New York," explained Max, "and that record was set after a recent report that circuses were dying out for lack of attendance. I think that proves Norman Bel Geddes is a clever business man as well as a magnificent artist. But if there is one thing an American will buy it is beauty. European men and women are satisfied with lovely things in art museums but Americans demand artistry in every day life . . . even to the machine from which they buy their cigarettes. That is why U-Need-A-Pak commissioned famous Norman Bel Geddes to plan their new machine."

COIN
MACHINE
REVIEW

21
FOR
JUNE
1941

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Booming Future Predicted For Vending Industry

NEW YORK—The prospects for the future of the automatic merchandising machine industry are "Rosier than they have ever been before," stated L. L. (Les) Paul at a recent testimonial dinner honoring prominent men of this city.

Les, now associated with A. H. DuGrenier, Inc., formerly with Stewart and McGuire, was also celebrating his complete recovery from injuries received in an automobile accident eight months ago and his return to active business was announced at the dinner.

Discussing the pleasant days ahead for the Coin Machine Industry, he pointed out, "There is no doubt any more that industrial as well as civic leaders will encourage the use of automatic merchandising from now on for many services to the public. This is bound to bring about the greatest era for merchandise vendors ever known."

Guests of honor at Paul's dinner were the Hon. Lucius Littauer, Henry Kaufman and Dr. Israel Strauss, world famous psychiatrist of the Mt. Sinai Hospital. Other guests were Mr. and Mrs. Samuel Berger; Sam Malkin of Malkin-Illion Corporation; Samuel A. Sinn; Miss Pauline Stone; Herbert (Kelly) Baskin; Mr. and Mrs. Murray Rosenthal; Mr. and Mrs. Lewis W. Weisberg; Mr. and Mrs. Jackson Bloom; Lewis Jaffa and Lewis Fields. ♦

COIN
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22

FOR
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Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1941 features, absolutely unequalled!

7-Coin Play! Equipped with
Flashing Odds.

Buy With Confidence
Own With Pride

**The BAKER NOVELTY
CO., INC.**

2626 Washington Ave., Chicago



R. A. "Dick" Parina, head of R. A. Parina & Company, authorized Western Distributors for DuGrenier. "Dick" has headquarters in San Francisco but spends considerable time on the road taking care of the requirements of merchandise operators.

U-Need-A-Pak in New Western Offices

LOS ANGELES—June 1st found the Los Angeles offices of the U-Need-A-Pak Company in new and larger quarters at 2646 South Hill Street on the opposite corner from their old offices at 2700.

Cliff A. Blake and Max Kraut, partners in the U-Need-A-Pak Company, are Western representatives for the Norman Bel Geddes designed Cigarette Machine and other vendors manufactured by the U-Need-A-Pak Corporation.

Both lads were loud in their praises of the business they have enjoyed since the first of the year and the prospects for continued good business in the months ahead. Defense activity has assisted materially in opening new and lucrative spots for vendors of all types and Blake and Kraut have not let the grass grow under their feet in seeing that the equipment going into these new spots is from the U-Need-A-Pak line. ♦

Du Grenier Appoints Levy And Hawthorne

NEW YORK—The former president of the Cigarette Merchandiser's Association of New York, Bob Hawthorne, has been appointed manager and Julius A. Levy, who introduced the DuGrenier "W" machine to England in 1937, has been named Greater New York Representative for Arthur H. DuGrenier, Inc.

Both appointments were announced by Burnhart "Bip" Glassgold, DuGrenier sales manager, who said, "We have known Bob as an operator for many years and have always admired him. It is a great honor for us to have a man so respected throughout the industry join our staff. I am also happy to welcome Julius Levy to our organization. I know that his long experience in the vending machine field will aid immeasurably in the distribution of the Champion and the Candy Bar Man throughout the metropolitan area."

Hawthorne, who before joining the DuGrenier staff, was an operator for vending machines in New York's metropolitan district for several years, recently resigned his office as president of C.M.A. to accept his new executive position.

For the past thirty years, Levy has been well-known throughout the vending machine industry. His territory, for the Champion cigarette merchandiser and Candy Man 5c candy bar machine, will include New York City, Long Island, Westchester and Northern New Jersey. ♦

Americans Race Of Sharpshooters

CHICAGO — From the Pacific to the Atlantic, from six to sixty, Americans are going overboard for target shooting, according to distributor and operator reports received by Baker Novelty Company, makers of five ball novelty "Target Skill."

Carl Kuppert, sales manager, announced that "The general reaction and heavy re-ordering on this outstanding number of the year climaxes a run of five consecutive winners starting with "Line Up," "Defense," "Big Time" and "Salute." ♦

* * *

Doctor (to butler): "Your master is decidedly better, Thompson, but very irritable. He must not be thwarted."

Butler: "He expressed a desire to wring my neck, sir."

Doctor: "Well,—er—humor him." ♦

SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!



Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at \$2.50 daily.

HILTON HOTEL
AND AWE-INSPIRING SKY ROOM

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A
GROETCHEN
PRODUCT

WINGS

5
REEL CIGARETTE
GAME

straight penny
or straight
nickel play.

precision
made; insures
trouble-free
performance
in location.



STARTING WITH FIRST WINDOW AT LEFT
LINE UP IN CONTINUOUS ROW:
----- 3 OF A KIND - 1 PACK
----- 4 OF A KIND - 5 PACKS
----- 5 OF A KIND - 10 PACKS

WINGS

★ Visible Ball
Gum display;
can be refilled
by location.

★ "Radiator
Grill" modern-
istic front.

Shown Actual Size
6³/₄" wide, 7" high,
9" deep, wt. 10 lbs.

15-25¢
COIN DIVIDER

LARGE
OPERATORS
CASH BOX

A
GROETCHEN
PRODUCT

WINGS

5 REEL CIGARETTE GAME

Here's a "top flight" money-maker destined to soar to new heights of popularity — it's WINGS!

This superb 5 Reel Cigarette game is presented in a compact cabinet finished in attractive two-tone Hammerloid—the ultimate in modern design.

WINGS, in addition to its "eye-catching" beauty has been engineered and constructed to render matchless mechanical performance on location.

WINGS has top-notch playing action—its 5 Cigarette Reels hold the promise to players of three tempting awards:

3 of a kind wins 1 pack
4 of a kind wins 5 packs
5 of a kind wins 10 packs

Every player will strive to win the BIG award by lining up 5 of a kind and winning 10 packs of cigarettes. The potential of getting 10 packs of cigarettes for one penny is an appeal that cannot be denied. No wonder WINGS' earnings will be sky-high.

STARTING WITH FIRST WINDOW AT LEFT
LINE UP IN CONTINUOUS ROW:
● ● ● ● ● ----- 3 OF A KIND - 1 PACK
● ● ● ● ● ----- 4 OF A KIND - 5 PACKS
● ● ● ● ● ----- 5 OF A KIND - 10 PACKS

WINGS

Sample of Metal Award Plate (shown above)



LOCATION
CASH
BOX

Equipped With the Latest Type 75-25% Coin Divider — WINGS Has Largest Cash Capacity

75% of receipts are routed into separate location cash box, available for rewards to player and location's share of profits.

25% of receipts—representing operator's clear profits go into extra large operator's compartment, holding 2 weeks' collections.

WINGS may also be had without Coin Divider feature at same price.

\$18.50 EACH

SPECIAL SIX LOT PRICE
\$103.50 F.O.B. CHICAGO

GROETCHEN TOOL COMPANY

Manufacturers of Fine Coin Machines
122 NORTH UNION STREET, CHICAGO ILLINOIS

West Coast Office: JOHN KAGAN, 978 1/2 S. STEARNS DRIVE, LOS ANGELES, CALIF.

PAC. NORTHWEST

Covered By
LOUIS KARNOFSKY

SEATTLE (RC)—If any of you Reviewers spied the stooped figure of a postman groaning under a terrific over-load of mail in your correspondent's vicinity, it was not caused by a deluge of entries in the Northwest's 1941 Guest Column Contest, details of which were announced last month. In fact, when all the entries had been tabulated and counted—an operation requiring exactly no time at all—there was the sum total of 0 to be considered for the awards. To refresh the memory: the writer offered ten dollars for the best guest column written by the wife of an operator and a five spot for the next best.

Nonplussed by this extremely unenthusiastic response, the REVIEW is dispatching its crack representatives to contact wives of operators and attempt to corral a guest columnist. Even if we don't succeed, at least we'll have some very interesting interviews which will be faithfully recorded for our readers.

If Brenda and Cobina of Bob Hope fame are looking for a job, we know just the spot for them. It's at Frank Countner's record emporium. Of course, they might not sell many discs, but at least Frankie will know they won't get married and leave. For the second time in seven months Countner finished on the short end of a spirited battle with Kid Cupid and thereby lost the services of two valued employees. The most recent knockout wallop was delivered on May 27 when Pat Perkins beat a firm and resolute path to the altar. As Frankie likes his office and sales counter girls cuddly and cute, that's part of the price he'll have to pay.

Last month the F.B.I. conducted a class, attended by the Seattle police force, in which the G-men demonstrated the proper way to handle bombs and explosives. When the G-men required the construction of a box containing a potent mechanism which would blow up at the handler's direction, did they consult the local firearms companies? Did they order it from a chemist? Did they contact a powder firm? No, siree. On the recommendation of Police Lieutenant McDonald, G-Man Allen Davis dropped in at Western Distributors. After talking with "Solly" Solomon, Davis was directed to "Curly" Gohr who rigged up a box containing a flashlight bulb, a .22 caliber blank, batteries, a firing pin, trigger and other gadgets. Local newspapers carried the pictures of Davis demonstrating the Western Distributors-manufactured item along with their account of the police school session. Any of those misinformers who still think coindom is a racket better tell it to the G-men.

Here's a fish story with a different flavor. Harry Weatherwax and Jack Roberts recently purchased sound-view homes in different sections of the city, and during a recent chin-fest, the words flew thick and fast as to which had the choicest location. Here is a syllable-by-syllable account of the melee.

Weatherwax: "My brick beauty on Magnolia Bluff has complete panoramic command of the Puget Sound area; it's a look-out post to Bainbridge and Vashon Islands, a scenic jump-off spot to Seattle's waterfront. Every fishing boat and yacht in the Sound comes into sweeping focus. It's unbeatable."

Roberts: "Any morning that I hanker for salmon trout, I hand my wife the binocu-

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lars, and say: 'Honey, just keep an eye on me.' The view in West Seattle is so good that my wife is able to follow my boat closely. When she sees my pole bend, she tosses a chunk of shortening on the frying pan and sets the table; in no time at all, we are conducting mop-up operations on the swellest sea food meal you ever tasted."

Coinings on the Cuff — The army draft is steadily clipping away at the coinboys, the latest khaki converts being Eddie Small, servicer for W. R. Olney, Missoula, Mont., and Pete Perry, employed by J. E. Owen, Raymond, Wash. . . . The draft is wafting a gentle breeze in the direction of Morrie Dickinson and Dick Fields, who should be yard birds by late summer or early fall.

Dan Miller, the Tacoma operator, said "I do" last month and is now a full-fledged member of the yoke-and-collar club. . . . Cliff Knowles has been winning sensationally in the Gamoleer's Club, and if that continues, Western Distributors, in whose rear quarters the den is located, will extract a 20 per cent cut on all gross earnings to prevent capitalistic monopoly from taking root.

Russ Larson, Yakima operator of pin games and phonos, opened a new cafe in that city, with he and wife co-owners. . . . A switch of mesdames in Decca's front office: Mrs. Allbright replaces Mrs. Morman, thus breaking up a mother-son combination. Lee Morman not only juggles the discs, but fumbles a mean softball in the YMCA league. Your correspondent is a vicious, .023 slugger in the same circuit.

Add another newcomer to the Decca family: Doyle Gudgel, shipping department clerk. Doyle is the second theatre doorman to cast his lot with the coin game, Al Gross, the Schnabel standout, leading the way. . . . If they're not changing owners, then they're moving offices. Thomas Gum are now ensconced in a new spot near Echo Lake, where a shop and home are in the process of completion.

Any thoughts Vic Abdo may have entertained about joining the Navy vanished completely the past fortnight. Embarking on a fishing trip, Vic made the mistake of renting a seasick boat, and was severely afflicted before a man-sized bite could be had. . . . Financial note: Amusement business in the inland towns such as Wenatchee and Yakima is sagging to depression-low depths while seaport centers like Seattle and Tacoma are experiencing unprecedented prosperity because national defense industries are luring the cream of the state's crop.

"It packs a home-run wallop!" chortled Phil Robinson, West Coast representative of Chicago Coin, in exuding the praises of "Majors-1941." . . . Bronchitis, running mate of pneumonia, paid a return call on Mel Bantz who has had several tussles with the ailment the past half-dozen years. . . . Tom Williams, a veteran of the business, suffered a stroke while driving a new car from the East and is confined to bed.

A.B.T. Issues Attractive Program

NEWARK—Observing "I Am An American Day," May 18, with a 1941 Banquet, the Amusement Board of Trade of New Jersey, Inc., celebrated with a dinner, entertainment and one of the smartest publications ever presented under the title of "Souvenir Program."

Bound in modernistic plastic, carrying out the theme of the day in red, white and blue, the program was turned out in a sleek, sophisticated manner, the contents representing leading names in the amusement and coin machine industries. The COIN MACHINE REVIEW was the single, honored representative of coin machine publications.

The committee for the observance was headed by Arthur Daddis as general chairman; Nathan Mark, general treasurer, and LeRoy B. Stein, executive secretary. Stein is well-known in the printing trades, as a former typographical association Manager. He was also a member of the reception committee for the banquet, with Daddis, Jules A. Rusoff, David M. Steinberg, Charles P. Polgaar, Harry Pearl, past president, 1940, Morris Prince, past president, 1939, Edward Pecora and Estelle Lee Barish.

Others assisting were: Irving Wolfe, James L. Murtha and Nathan Mark, ticket committee; Ernest Krauter, Leo Ringler, Isadore Samet, Louis Halperin, Jack Loudon, program; Anthony Falcone, Joseph Lester, Milton B. Neuss, Philip Mason, Philip Gouss, entertainment; Frank Dello Russo, Leo A. Siegel, Max Rusoff, Thomas Jones, Jack Siegel, arrangements; Harry Radler, Murray Brodtkin, Harry Lozowick, Edward J. Kolaska, Philip Aronowitz, printing, and Si Rosen, Mac Fischstrom and Samuel A. Goldner, seating committee. ♦

That Weed Is Burning Again

CHICAGO.—It was Cigar Passing Day again Tuesday, May 6th! Belinda Ann Browne was the seven-pound reason. Her pappy is Burton Browne, President of Burton Browne, Inc., advertising agency. ♦

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25

FOR
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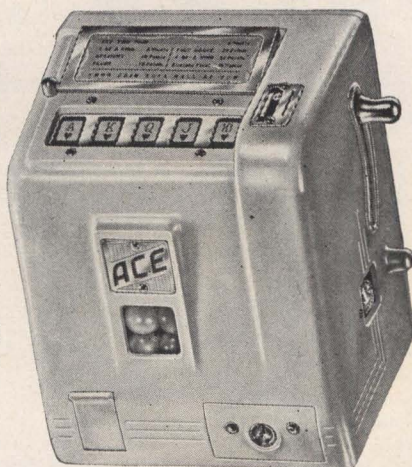
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26

FOR
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KANSAS CITY

Covered By

B. K. ANDERSON

KANSAS CITY, Mo.—With officials of Kansas City admitting that the 2-cents per pack tax on cigarettes is pulling into the City Treasury more than a half-million dollars annually, local cigarette operators expect the Missouri State Legislature to have a long-drawn-out fight over the proposal now pending to eliminate this tax.

It is known that members of the City Council have journeyed to Jefferson City in an attempt to halt repeal. If, however, the measure is taken off the books indications are that the \$25.00 per year tobacco license will then return. This would put cigarette merchandising back about where it was before the passage of the municipal measure.

A few of the results which would be expected of this move would be: widespread opposition of smaller retailers; fewer retailers of cigarettes; more locations open to operators but a much higher initial cost in equipping the location; more cigarette vendors in larger locations due to the fact that the \$25.00 (as was the case before) license is for the location and not the machine, and a general rearrangement of price schedules.

Most cigarette operators are of the opinion that if the change is made it will not hurt them but rather strengthen their position; particularly if the city will allow them to pay the license fee monthly or in quarter-year installments.

Regardless of tax measures, cigarette operators are in for one of their best years in the opinion of Frank Fasone, who comments that his Acme Amusement Co. has found that in many locations, particularly those out-of-town where there are no added

taxes, the price of 17-cents per pack can be obtained without hurting volume sales at all. Many of the places in the County charge 20-cents and the vast majority of tavern locations are in favor of and are getting the 17-cent price.

In city spots where the 15-cent figure has been maintained due to competitive or accommodation reasons, the operators are finding that locations are not interested in their one-fourth of a cent per pack commission if paid every time the machine is serviced. But, if the operator keeps accurate record and gives the location its commission at three or four month intervals, after it has had time to grow into an impressive amount, then the location owners appear to more fully appreciate the service and profit the machine is giving them, according to Fasone.

"Automatic music has become a necessity in the Mid-west." So says Tim Crummett, co-owner of Central Distributing Co., who points out that even though most music locations have in late months also acquired other coin controlled amusement merchandisers, the demand for automatic phonos is today stronger than ever.

He points out that even in the building of taverns and other centers of recreation, the owners are now consulting their music merchant so that their new quarters can be best adapted to its use. Particularly is this true in the case of remote control systems, he believes.

One of the brightest spots on the music front is Fort Robinson, one of the country's largest camps, located outside Little Rock, Ark., where 30 new automatic Wuritzer phonos have gone on location in the Camp's Y.M.C.A. and other recreation spots and are being very well received.

On the other side of the defense picture, a few operators who were in urgent need of new music and delayed their purchases until the last minute have complained of slow deliveries. Distributors are advising

ordering a little in advance of needs for although there is no acute shortage in local centers, certain parts needed in remote control systems are scarce. Without exception, local distributors do expect manufacturers to require more time to fill their orders in the coming months. Most leading operating firms are building up their reserves now.

Why former music service men make the best salesmen is amply demonstrated by the case of Bart Bartell of Central. Several times an hour every day, Bart may be found on the phone at Central giving a music operator advice on how to fix his machine. Acknowledged to be this section's outstanding diagnostic of phonograph ills via telephone, Bart's case amply demonstrates the principle that both Sales and Service become more effective as a team than as separate specializations.

T. J. Johnson, who joined the staff of the United Amusement Company not so long ago, has resigned his position there to help a fellow Oklahoman, Bob Gilbert, in the operation of an extensive string of 5-ball re-play tables in Kansas City. Gilbert formerly operated in Ponca City, Okla., and Johnson worked in and around Tulsa.

G. "Dutch" Darkow is getting ready to play host to his two operator brothers from Cedarburg, Wis. Both Elmer and Allen Darkow have been recent visitors here and brother Dutch always calls a meeting of the Clan upon their arrival. According to Dutch, Mrs. Elmer and Mrs. Allen, with the aid of the regular Darkow shop crew, take over the routes when their husbands go traveling.

Dutch has been seen very little around his usual Kansas City haunts recently, he reports, because much of his time and efforts have been devoted to building up an extensive route in the counties south of Kansas City. The trade there is already extremely active, he says, and as far as the re-play tables are concerned there is no closed territory.

John Corse, Wellington, Mo., operator, is also extending his list of locations into rural areas. According to the latest word: With the Kansas City Blues on top in the American Association Baseball standings, and John being a rabid Blue fan, he says he can see no reason why a good Wellington to Kansas City route—to be serviced before and after the game—wouldn't suit his needs admirably.

Head man at United Amusement Co., Carl Hoelzel, has just returned from a flying trip to Wichita, Kansas. This is about the tenth quick trip he has taken in the last few weeks. He always flies, and after each one of them his report is the same. "They don't have anything we don't have. Business is good and getting better. Re-play tables have come to the Mid-West to stay. They're getting better play all the time. Now, if we can just keep getting machines—"

Universal Manufacturing Company, following the installation of new equipment, has returned to 24-hour operation. Among the new machinery installed is a new type folding machine that in 24 hours turns out more than a quarter-million tickets.

Jim Boyle, who formerly operated in Oklahoma City with his brother, Bernard Boyle, visited Kansas City operators recently. He is now operating out of Little Rock, Ark.

Vending machines are the world's best salesman, according to the management of Kansas City's Swope Park and Zoo. Two recently installed vending machines there sold 1,347 packages of animal food their first day. Sale of peanuts showed no decrease.

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Reviews OF PICTURE PRODUCT

(Editor's Note — The following covers two Program Reels of 3-minute subjects each, being offered operators by Associated Producers Distributing, Inc.; — a distributing organization handling the product of Techniprocess, Featurettes and Song-O-Graph Productions. Product is offered only on combination reels as reviewed and individual subjects are not available.)

PROGRAM NUMBER 1

1. PLAYMATES, produced by Techniprocess.

Spritely and lively is this colorful short featuring the Ryan Sisters and Jimmy Mercer. Designed for all types of audiences. Exceptionally well done.

2. FLAMENCA, produced by Featurettes.

Vocal with orchestra and featuring the dancing of Antonita. Interesting but not sensational. Passable filler.

3. SHADRACH, produced by Techniprocess.

The Shadrach Boys from Don Dickerman's Pirates' Den in Hollywood give forth wildly with the number that made them famous. The colored lads really sell the number. Excellent material for any location.

4. LOVE SONG OF RENALDO, by Techniprocess.

By far the best short on this Program Reel. Marjorie Raymond and Paul Portanova are featured. Backgrounds interesting and lyrics beautifully acted out. A show-stopper!

5. LYDIA, by Techniprocess.

The weak sister of the reel. Rudy Vallee fails miserably in selling an unknown ditty with a carnival background.

6. BANK OF LOVE, by Song-O-Graph.

Betty Wells and Tex Brodus give their all to make this average fare for movie-box patrons. Kids work smoothly, possess pleasing personalities. Clever sets and song interpolations.

7. WHEN YOU'RE NEAR ME, by Featurettes.

Vyola Vonn and Gene Grounds share vocals on this number and Lou Helmy Orchestra backs up. Dock background is interesting. Will hold its own anywhere.

8. TROPIC SWINGEROO, by Featurettes.

Andy Iona, Virginia Rees and Kahalla, an intoxicating native dancer, conspire to make this a "must" in all boxes. Your patrons will get a bang out of this one and enjoy it over and over again.

Brief Comment: A perfectly balanced program reel of 8 subjects. There is a variety of entertainment in the eight shorts ranging all the way from hilarious comedy, through swing, sweet, ballad and on to intoxicating Latin numbers. Should please the most discriminating patronage.

PROGRAM NUMBER 2

1. THE MAN THAT COMES AROUND by Techniprocess.

Positively sensational. Featuring Burlesque's most beautiful blonde, Charmaine, and the music of Tommy Tucker. The ice-man, milkman, trash man and vacuum cleaner salesman all make their visit while Junior chants the ditties in his play-yard and daddy's off to work. Exceptionally well done and packed with a million dollars worth of showmanship. Spicy, a bit sensational but still reserved and dignified enough to please the most sophisticated. If the other seven of this reel were plain "duds" it would still be worth the price to get this number alone. Definitely a "run until film rots" number.

2. THRILL FROM BRAZIL, by Featurettes.

Lousy Latin number featuring two unknowns. Phillip Lopez' orchestra does it's best but misses the boat.

3. THEIR NIGHTMARE, by Techniprocess.

The Musketeers, proteges of Rudy Vallee, give out with as fine a burlesque of "Rigoletto" it's been our pleasure to

squirm through. Boys clown and sell their wares in A-1 fashion. Swell entertainment and a mighty pleasing novelty.

4. JUNGLE RHYTHM, by Featurettes.

Clever dancing by Bonnie Campana with music by Andy Iona make up this subject. Equally pleasing to the eye and ear.

5. SAY SI SI, by Techniprocess.

Very well done. William Justice handles the vocal assignment while Jane Hazard, a find, does the acting. Super imposed shots are excellent. Pair are young and vivacious.

6. BUNDLE OF LOVE, by Song-O-Graph.

Passable entertainment. Gene Grounds and the Dreamers do the vocals.

7. PAPAYA, by Featurettes.

A Latin number with less than average appeal.

8. BOY MEETS GIRL by Song-O-Graph.

Betty Wells and Tex Brodus again featured in a number that is certain to please.

Brief Comment: Another nicely balanced program designed to fit all types of locations and please every type of patronage. Each of the three companies show a definite individual style in their type of pictures and the associating of their releases on an 8-unit program gives a perfect variety of material bound to please the most fastidious clientele.

Paul Blackford.

COIN
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FOR
JUNE
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Program 2

The Man That Comes Around
Thrill From Brazil
Their Nightmare
Jungle Rhythm
Say Si Si
Bundle of Love
Papaya
Boy Meets Girl

Program 3

In a Show of Our Own
Shadrach Boys in Samoa
Blue Tahitian Waters
Concertina Man
Georgie, Porgie
When a Gypsy Plays
Nothing But Romance
Boots and Saddles
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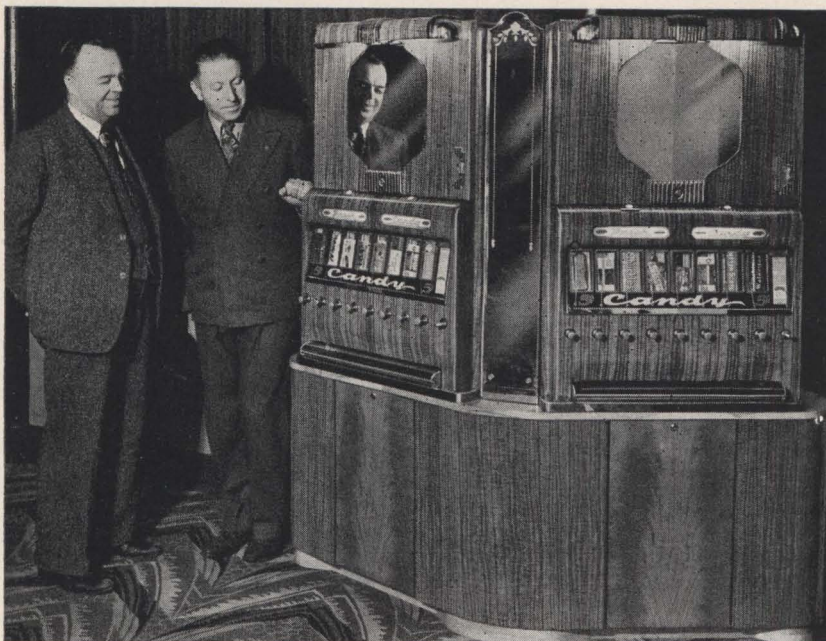
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Jesse Jones, owner of the St. Johns Theatre, Portland, Oregon, and W. E. Earl, Western representative of Stoner Corporation, admiring the Deluxe Univendor recently installed in this popular show house.

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30

FOR
JUNE
1941

SAINT LOUIS

Covered By

ROBERT LATIMER

ST. LOUIS (RC)—May proved to be an up-and-down month in St. Louis, as operators of all types of coin machine equipment experienced a pleasant increase in business. At the same time there was an increase in legislation and other "grey hair creators" which made business on the distribution side slow down considerably. Most outstanding successes of the month were new penny arcades set up in various parts of the city, predominantly the "Blitzkrieg" arcade in downtown St. Louis, which is playing to a full house several days per week.

The Associated Phonograph Owners of St. Louis met at Hotel Melbourne on May 21st, to discuss a number of bills in the state legislature and other troubles which Ed Fisher, secretary, classes "as unfit for publication." Mrs. Louise Marks, new bride of Bill Marks, city's youngest phonograph operator, won the monthly \$10 attendance prize, which has been an attendance stimulator for several months. John LaBan of AMI, president of the group, presided over the meeting, which wound up with the inevitable card game from which such regular men as Dewey Godfrey and Martin Balensiefer were conspicuously absent.

A new sport is growing swiftly among the more athletic members of the coin machine fraternity. Fred Pollnow, white-haired head of Automatic Phonograph, staged a ping-pong party on the evening of May 21, to which a number of table aces such as Otto Grief were invited.

Condolences are going the way of Roy Tipton, phonograph operator who recently figured in a bad automobile accident. Roy is in St. Mary's hospital for several weeks.

Stephen Lane regretfully sold his new Oldsmobile for junk after being squeezed between a bus and street car May 14th.

Lee Turner, head of Lee Turner Novelty Co., is crediting his rabbit's foot and other

good luck charms because his building at 820 North Ninth Street is still standing. The building next door caught fire suddenly one evening, and burned almost to the ground, without so much as scorching the Turner stock of new phonographs and pintables which had just been received.

Earl Bowman, phonograph sales head at Ideal Novelty Co., needs a new car as a result of his interest in scenery. Crossing the municipal bridge over the Mississippi Earl saw an excursion steamer, and cast too much attention that way—with the result that he smashed into the supporting girders, banging up several other cars as well.

"Tiny" Mack, 300-pound operator of Festus, Missouri, is receiving congratula-

tions on the birth of his third son May 3. So pleased was Tiny that he placed the record "My Son" on all phonographs in his area, and spent an entire day playing the piece.

Business in Wired Music has been so good for John LaBan, AMI operator, that he cancelled his regular summer trip South.

Elmer Schewe, of Schewe Novelty Co., is well set in his new location at 3024 North Union Boulevard, moving there early in the month from a former location on Natural Bridge Avenue. Elmer and his wife are moving into an apartment over the showroom, where they can be on call 24 hours a day.

The complex business of operating three branches of a distributorship has kept Bill Betz, of the W. B. Novelty Company, traveling most of 1941. Since teaming with Martin Balensiefer, the pair are dividing their time between the offices in Wichita, Kansas City and St. Louis.

A serious shortage in service men is being experienced by many operators as the government calls in electrical workers of all types at high wages. At a new small-arms plant being built in St. Louis, there are more than 500 electrical workers employed.

In Springfield, Mo., the Missouri Tavern Supply Co., a southeastern branch of the Ideal Novelty Company, is bringing a test case before Judge Kirby of the Springfield Circuit Court to prove or disprove whether the free-play form of reward in playing a pintable has an actual value. This subject, after having been kicked around for several years, must eventually be ruled upon before operators will have confidence in new equipment, it was pointed out by Lou Morris, president of the Missouri Amusement Machine Association. As a result, operators are "holding everything" while awaiting the ultimate decision.

Ollie Nickerson, St. Charles, Missouri, operator, is seriously ill with influenza. The local association sent him flowers, magazines and a number of cards in May.

A new flame-red Buick will identify
(See ST. LOUIS, Page 32)

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PHILADELPHIA

Covered By

HARRY BORTNICK

PHILADELPHIA (RC)—If I were a composer, I'd think up some song I could call "New" and make it Philadelphia's theme song for this column. Since columnists always get accused of using that little old pronoun "I" too much anyhow, might as well start off with the first "new" by saying I'm the new record promotion manager for Raymond Rosen and Company, territorial Victor and Bluebird Distributors. And thanks to the operators and members of the coin machine and phonograph industry who cooperated so helpfully during the first two weeks of my work. My predecessor, Eddie Heller, is now on the road for Abe Lyman's orchestra but he still writes his friends in the Quaker Town.

Paul Ziesmer, who used to work for my boss, is now head record dealer for the John Wanamaker stores and maintains his headquarters here.

The partnership of the Yanks Brothers has been dissolved, for Harry is operating his own place at new offices under the title "The Playtime Music Company" and Larry is in a smart spot centrally located.

With the addition of a radio line, Maurice Finkel found the direction of his operating and record shop activities too great a job for one man. His new partner is Alexander Weiss. Maurice's wife, Helen, popularly known as Miss Kay, is also actively associated with the business and his daughter Chickie occasionally becomes an assistant.

Sam Snyderman's wife, Sadie, active head of the Overbrook Amusement Company, not only capably conducted his route when he was ill recently, but increased collections. She has even found time to receive an award for her charitable efforts in soliciting collections in the "Aid The British" campaign.

Sam Lerner opened the large Stanley Arcade on the Boardwalk of the swanky Wildwood, New Jersey summer resort, on Memorial Day, featuring a complete military display inside the Arcade. Shooting games got the best placement. Managers of the Arcade are Marvin Kessler and Al Berger.

Izzy Pockrass, pop-in-law of Al Rodstein, has found his coin machine operations so profitable he has purchased Bill Oelschlagel's route.

Bill Hillenbrand, after learning about the inside workings of Motor Parts Company Record Department, was sent on the road to handle Columbia and Okay records in central Pennsylvania.

Alan Tripp, editor of the Victor Record News, is a new husband, having married Ruth Beresin on April 27 at the Bellevue-Stratford Hotel. Congratulations to dignified Alan!

Mazeltov to popular, handsome Al Rodstein, young proprietor of ARCO, who welcomed a new, small lady named Arlene and acquired the title of "Pappy" very

recently. His big brother Bill is boasting that, even if kid brother Al could announce the first baby, he'll have the first boy in his family.

Phil Driben is planning to increase the size of his route to handle the added expense of the new son in his family, Gerald. Jerry Stone, mechanic for the Automatic Sales Company, is so overwhelmed with pride in his "just-born" daughter Claire, he is arranging to enter her in a beauty contest for babies. Max Brown, former partner of the Pasadena group-operating clique, is another papa listed in recent vital statistics. Jerry Elkins, brother of Harry Elkins, proprietor of the Royal Record Shop, is looking forward to the adventure in the near future.

There is another kind of good news here in town, too. Friendly Meyer Frank is to be seen on the streets again, after a severe illness which forced his absence from business and the Coin Machine Association's activities.

With a preview on summer months, Cy Glickman, first association president, fine operator and a grand guy, is expected to present a successor to his invention "Step-pin' Sam," the toy which made him a fortune at summer resorts in past seasons.

Andy Foster, who has been running his Willow Grove spot, just outside of town, for a number of years, reports he is doing the most terrific business since he secured the location. Shooting games and simulated war efforts are his most popular devices although the pinball machines still drew plenty of coins. . . . Woodside reports similar success. There are also many new pinball and amusement arcades all over the city, many sectors boasting three and four arcades.

Sid Myers has cornered some fine locations for his equipment and is using a tremendous number of Buckley Music Systems.

Bill Rodstein's income tax will be increased next year because of the success of his Rifle Range, located next door to the "Hot-Shop" from which he draws tremendous patronage.

The biggest music sensation of the season was written by a member of University of Pennsylvania's "Mask and Wig" club and, as played by Sammy Kaye, "Daddy" is being a real "hit" melody.

And now, on behalf of all of us who realized the time and work which made it a success, congratulations on the banquet sponsored by the Phonograph Operators Association of Eastern Pennsylvania and New Jersey. Business Manager Frank Hammond and Artie Pockrass, head of the special committee, were considerably responsible for the triumph of the affair. ♦

Operators Deluge Daval Order Department

CHICAGO—When anyone yells "Hey, Speedy" at the Daval Company, every employee turns to answer, according to Al S. Douglass, company executive. "Speedy" is a nickname that fits every Daval worker these days because our sales have jumped over 65 per cent," reports Douglass.

"We have been advising many of our customers to invest right now in as many American Eagles, Marvel counter games, and "21's" as they possibly could for it is becoming more and more difficult to obtain the necessary materials. In response to this suggestion, operators everywhere in the country have been rushing us orders which, so far, we have turned out as fast as they came in."

No promises for the future were made by Douglass who said, "Lack of any really definite guarantee of delivery of materials, makes filling orders a real problem. But, while our materials last, the operators will be getting the usual speedy Daval service." ♦

New Home For Zeigler Agency

LOS ANGELES — Following the old, American tradition of having a "Moving Day in May," the Zeigler Insurance Agency, Incorporated, started life in its new home, 541 South Spring Street, on May 30.

L. A. Zeigler, president, announced, "We are sure our friends will enjoy their visits to our larger quarters on the 10th floor of the Spring Arcade Building."

The Zeigler Agency was formerly located at 556 Subway Terminal Building. ♦

"Is the world flat or round?"

"Neither."

"What is it, then?"

"Crooked." ♦

CLEARANCE SALE

AUTOMATIC PAYTABLES

Grandstands	@	\$78.50
Thistledown	@	68.50
Mills Spinning Reel	@	88.50
Pace Maker	@	84.50
Hawthorne	@	57.50
Fairgrounds	@	38.50
Gott.—Multi Races	@	24.50
Preakness	@	14.50
Rover	@	14.50
Turf Champ	@	10.00
Jumbo	@	6.50
Bally's Roundup	@	7.50
Paces Races, Brown Cab., Serial 4386	@	59.50

CONSOLES

Jen. Flat Top	@	\$20.50
Jen. Slant Top Brown Cab.	@	24.50
Jen. Slant Top Ivory Cab.	@	38.50
Jen. Good Luck	@	34.50
Jen. Multi Racer	@	52.50
Jen. Silver Moon, used one week	@	12.50
Exhibit Tanforan	@	21.50
Mills Jumbo Parade	@	98.50
Paces Reels 1940	@	98.50
Paces Saratoga 1939	@	78.50
Sugar Kings Stl. Cab.	@	62.50
Sugar Kings Wood Cab.	@	76.50

COUNTER GAMES

Mercury 1c Cig. Reels	@	\$17.00
Imps 1c Cig. Reels	@	8.00
Sparks 1c Cig. Reels	@	12.50
Ginger 1c Cig. Reels	@	10.50
Penny Packs 1c Cig.	@	6.00
Zephyr 1c Cig.	@	7.50
Reel 21 Black Jack, New	@	18.50
Vest Pockets Grn.	@	28.50

SLOT MACHINES

Blue Frt. Light Cab. 5c and 10 ply;	@	54.50
Ser. 400,000	@	
Paces Blue Frt. 1938 Model 5c	@	42.50
and 10 ply	@	56.50
Mills Watermelon Bells, 5c ply	@	33.50
Watling Treas., New 5c ply.	@	42.50
Watling Roi Top, 5c & 10c ply.	@	44.50
Mills Q. T., New 5c ply.	@	42.50
Mills Q. T., New 1c ply.	@	32.50
Mills Q. T., Used 1c Grn. frt.	@	58.50
Mills Brn. Frt., 25c ply.	@	44.50
Mills War Eagle, 5c ply.	@	46.50
Mills War Eagle, 25c ply.	@	44.50
Mills Extraordinary, 5c ply.	@	26.50

LEGAL EQUIPMENT

Evans Ten Strike and Payout	@	\$9.50
Metropolitan Air Defender Gun,	@	
New, used one week	@	99.50

Terms: 1/3 Deposit Bal. C.O.D., F.O.B. Lewiston

A. E. CONDON SALES CO.

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COIN
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31

FOR
JUNE
1941



"Time Out" says Leo J. Kelly, Jennings Vice-President, as he and N. G. Peterson and L. A. Belfy relax over a bit of refreshment. With production at top speed at the big Jennings plant there's little time for relaxation these days.

St. Louis

(Continued from Page 30)

Carl Trippe of Ideal Novelty Company at his numerous spots hereafter. Carl, who wears out a new car every six months, bought the new sedan partly in celebration of his wife's recovery from pneumonia, and to celebrate the outstanding sales records hung up by his firm since moving into the new building.

Harry Siegel, "Hatless Harry," surprised his friends in May by coming down with a severe attack of stomach ulcers, which required an operation late in the month. He is convalescing, and issuing orders for operation of his string of pintables from his hospital bed.

Ideal Novelty Co. is moaning the loss of Irl Humphries, veteran service man and mechanic of the company, who was among the many electrical workers to go on the government payroll last month.

Bill Franks has managed to put by four weeks for a trip to Guatemala on a fruit boat, something he had been planning for several years.

Bill Weinischke, pintable operator, has gone to the Ozark Hills to "get away from it all" for a few weeks of hunting and fishing in Jesse James' back yard.

Frank Hermetet, the "jolly Greek" of South St. Louis, bought thirty pintables in one purchase in May, for a string of new spots to be gradually built up around the new induction training center at Jefferson Barracks, old Army post south of the city. It was the largest individual purchase of the month.

The membership of the Missouri Amusement Machine Association, headed by Lou Morris, met at the Melbourne Hotel on May 19th for a spirited discussion of the 2% tax proposal, as well as the test case outlined above. Many of the operators are jubilant over the increased membership made possible by the annual summer drive for new members. The initiation fee, reduced from \$100 to \$25 last month, has been extended for another 30 days as an attraction to the few operators still not in the fold. Latest to sign up are Loe Lane and Todd Barutio, both veteran operators.

Laclede Novelty Co. is bewailing the

loss of its service man, drafted along with 60 others in May. So far, the pinball group has been notably free from the draft.

Morris Einstein, operator of Ferguson, Missouri, was congratulated by his fellow operators on the winning of a new Chrysler sedan in his township's annual community fair. What made this stroke of fortune unusual was the fact that Einstein had four days previously purchased a Chrysler sedan of the same type. Now he's temporarily in the automobile business.

An "open air arcade" under a tent borrowed from a roller rink, has been opened in East St. Louis, Illinois, in front of the city's famous aluminum ore plant. Operator T. Elwood is convinced that arcade customers enjoy this circus atmosphere much more than would be possible inside a store building of any kind.

Summer Dance Planned By L. B. Business Men

LONG BEACH—The first annual Summer dance will be held by the Progressive Business Men's Association of Long Beach and Area on July 2 in Silverado Park, re-

placing the regular July meeting. The affair was announced at a business session June 10th at Mon's Cafe, preceding a Dutch lunch and entertainment.

Felix Cole's orchestra will play for the dance, which will also feature refreshments and entertainment.

Organization plans and problems of liquor men will be discussed at a special meeting of all liquor licensees of the city, sponsored by the executive committee of the P. B. M., according to an announcement made at the June meeting. The date of the session will be named in the near future. ♦

William Stoudt Career Ends

CLEVELAND—Ending a 35 year career in the coin machine industry, death shortened the roster of the O. D. Jennings Company with the passing of William "Bill" Stoudt.

The fifty-four year old factory executive had travelled through Europe and the Latin Americas in the interest of the coin machine industry. For the past 15 years, he has been associated with the O. D. Jennings Company as factory executive. He was a member of the Cleveland Lodge, AFAM No. 211 and a past patron of the Silon Chapter No. 19, OES.

While the burial took place in Streator, Illinois, there was a silence pause at exactly 4:15 P. M., the approximate time of his burial, throughout the entire Jennings plant. ♦

Sanders Opens Penny Arcade

LOS ANGELES—The jobbing establishment of Mac Sanders at 2837 West Pico blossomed forth the last of May as a full-fledged Penny Arcade. Exhibit Arcade machines of every type and description imaginable were uncatered and displayed in the huge showrooms and by means of an elaborate sign Mac invited the general public to come in and get rid of their pennies.

"We're not discontinuing our jobbing business by a long shot," declared Mac, "but to sell Arcade equipment there's nothing like showing the machines to operators just as the general public would patronize them in a regular location. Our street traffic doesn't know it but it's helping us a heap in convincing operators that here are machines with real appeal and capable of making money for them." ♦

JUNE, 1941

Subscription Order COIN MACHINE REVIEW

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CITY _____ STATE _____

OPERATOR _____ JOBBER _____



The new Mills Three Bells is a triple treat. We said TREAT! Just to look at it is a thrill in itself, to play it is heavenly enjoyment. You know how people like Bell machines, plain pull-the-handle, spin-the-reels Bell machines. Well, the Three Bells is all Bell, but Bell in such a rich combination of playing appeal, payout, and personal choice, that it is hardly fair to call it just a Bell, or even just THREE Bells. It's three Bells of varying coin play, turned into a single machine, with the overpowering psychologies of play connected up with each player and each chute. It's a riot of fun to play it. *A triple treat!*

IT'S A 5c BELL! IT'S A 10c BELL!

Three Bells is a console machine, floor type. It has three different slug-proof coin chutes, a 5c, a 10c and a 25c chute. It has only one central Bell mechanism which is actuated by any or all of these chutes. Drop a nickel, a dime or a quarter, either or all or any two, push the handle down and watch the reels spin. If they stop on a pay combination, each chute's rewards are automatically delivered into a payout cup corresponding to that chute. And the reward is in the denomination of the coin played. If only a dime has been played, dimes only will be delivered in the dime cup. If nickels are played in the nickel chute, then a winner on the reels propels a shower of nickels into the nickel cup. If all three are played, then the coins clatter into all three cups.

You Can See The Psychology

Instead of having three machines to clutter up the location and confuse the players so that they fasten on to one and stick to it forever, you have only one machine, but one machine that is much better than all three! If the player has a long stretch of payless combinations with nickels, and he begins to figure it's about time that a payout appears, he can switch to quar-

ters or he can add quarters and play them along with his nickels. If another player comes along while two of the chutes are busy, the newcomer can play dimes, right off the single handle stroke of the player already in possession. If a big payout appears on nickels, everyone kicks himself for not having been smart enough to have played quarters that time. It's a fascinating merry-go-round of fun, with so many choices, so many combinations of possibilities, that all results are unpredictable, and any result is sure to provoke still more figuring and still more play!

Prodigious Jackpot—The Best Kick of All

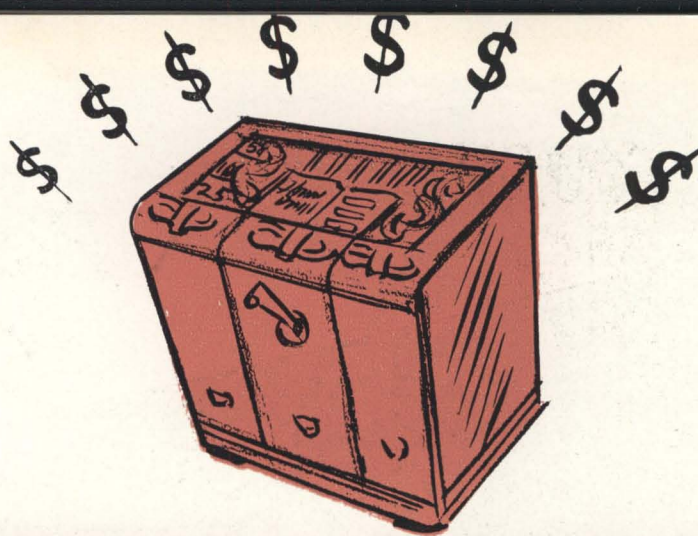
Three Bells boasts the biggest Jackpot offering ever put on any payout machine. The Jackpot is a recorded token plus coins. If the 25c chute is played and the Jackpot comes up, 45.00 is automatically paid out! The 10c chute delivers 18.00 and the nickel 9.00. Amounts like these were never thought possible on a Bell—but here they are, big as life, practical as can be, and thrilling to the public! Just think of playing the nickel, winning a 9.00 Jackpot, and failing to play the 25c chute on that fatal spin!

MILLS NOVELTY CO., 4100 FULLERTON, CHICAGO

IT'S A 25c BELL!



MILLS 3 BELLS



LOOKS LIKE READY MONEY

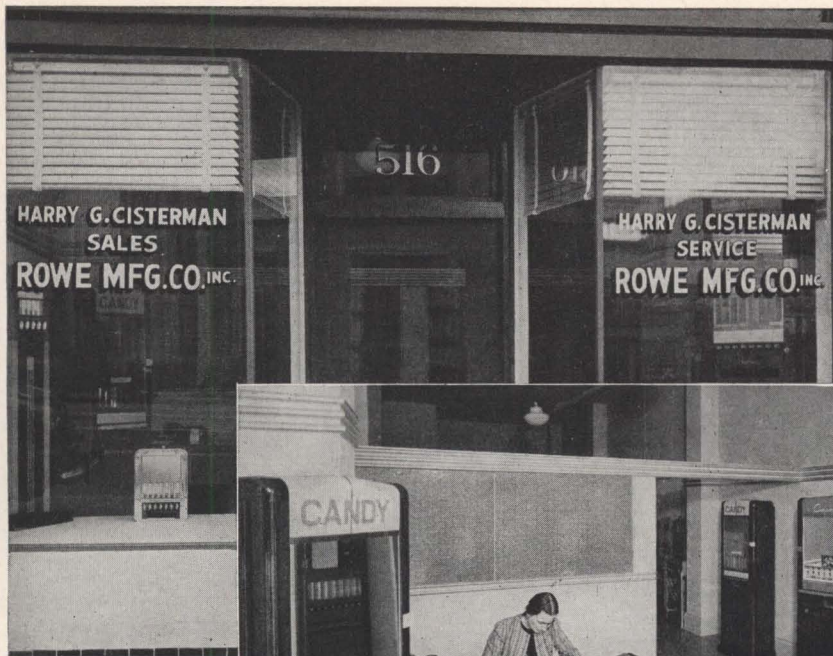
Three Bells looks like just what it is—ready money! It is a compact floor cabinet, not very large, sturdy and strong and decorated in bright copper, silver, and gold. Sides are natural walnut. The top glass is brilliantly illuminated with many colors and mirror silver. Reels are illuminated, and the field which has been played is also illuminated for identification. There's a built-in ash tray for each coin chute. Payouts are made instantly, with a minimum of electrical switches and connections, the basic operation of the machine being mechanical, since a latest model comprehensive Mills Mystery Bell is the power plant that runs the show. The chutes are slug-proof. The handle is newly designed for ease of operation, and uses the convenient and inconspicuous downstroke motion. The entire mechanism is easily accessible, readily serviced and collected.

ORDER ON 10 DAYS FREE TRIAL

You can search the whole world over, or wait till your last day on earth and never find a more powerfully alluring machine than Mills Three Bells. We have had to rearrange a whole floor of our main plant in order to fill the tremendous demands of leading Bell operators many of whom have ordered Three Bells one hundred, two hundred, and even three hundred at a crack. The big fellows know what's good and so do you, if you follow their example. Just in

case you want to be sure you are getting the finest and most profitable Bell ever built, we suggest you use our return Privilege Plan in ordering. Order in regular way. We ship. Operate the machine for 10 days. If at the end of that time you are not satisfied, return the machine to us, shipping charges prepaid, and we'll refund you your money in full. You can't lose. Write out the order right now, or phone or wire it in. It pays to deal with the largest company in the business.

Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.



ABOVE: Exterior of Harry Cisterman's new Rowe office at 516 Van Ness Avenue in San Francisco.

RIGHT: A portion of the display room where the complete Rowe line is on display at all times.



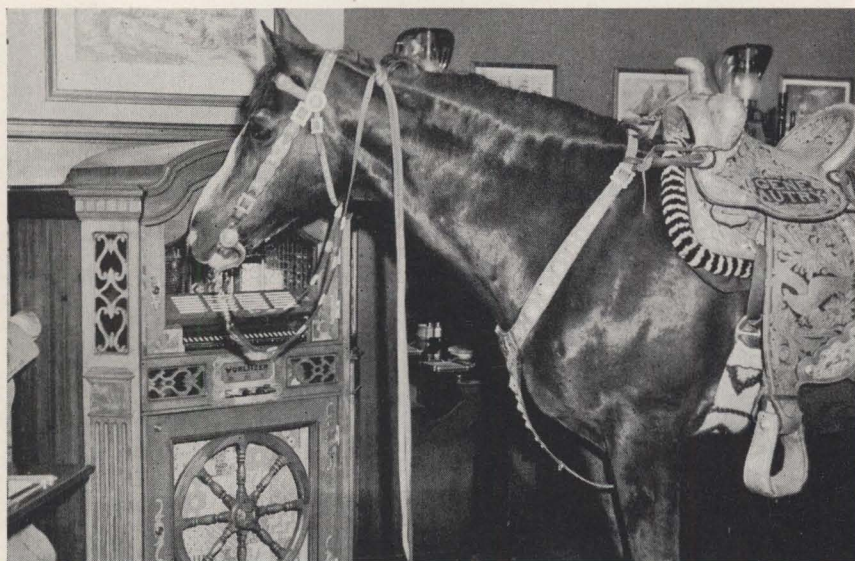
Pictorially Speaking

"Just around the corner from Coin Machine Row" is the phrase they use to describe the new location of Harry G. Cisterman's new Rowe office in San Francisco. Harry keeps a complete line of Rowe products on display, and maintains a service department fully equipped to repair all machines for the convenience of Bay District operators. Cisterman reports that he is amazed that his office has become so popular and well-known in the short time he has been at the new address.

COIN
MACHINE
REVIEW

37

FOR
JUNE
1941



Horse Play in Cleveland Hotel

CLEVELAND (RC).—Can you fool Gene Autry's horse?

"N-E-I-G-H!" whinnies this noble steed as he recognizes his master's voice on a Wurlitzer Colonial.

This horsey bit of fun took place in the Gun Room of the Carter Hotel, Cleveland, while Gene Autry was starring in the Rodeo at the Cleveland Arena.

Rumor has it that several two-legged customers hightailed it for the chandeliers,

believing they had stumbled into a stable by mistake.

From their various vantage points, they hung precariously but admiringly as it became evident to all that the animal didn't come in to horse around but merely to hear how well a Wurlitzer reproduced his famed owner's vocal efforts. ♦



A. F. "Tony" Parina, brother of "Dick" and popular manager of the new Los Angeles office of R. A. Parina & Company at 1726 South Vermont. "Tony" is being seen all over the West these days as he is covering the territory telling operators of the new Du-Grenier products.

Contributions for this Department
Are Appreciated. If Necessary Photos Can
Be Returned After Publication



Music Merchant G. F. Cooper shown sitting beside the Wurlitzer Colonial he installed in the World-famous Mission Inn at Riverside, California.

Mission Inn Praises Wurlitzer Colonial

RIVERSIDE, Calif.—California's famous Mission Inn located in this picturesque and interesting community, is one of the favorite resorts on the Pacific Coast. Recently this noted Inn installed a Wurlitzer Colonial Model 780 in its El Murido Cocktail Lounge.

Concerning this distinctive phonograph, DeWitt Hutchings, Managing Director of the Inn said: "I am pleased to say that we like our Wurlitzer Colonial Model very much and think it a fine instrument."

Reports are that the patrons like it just as well, and keep playing it all the time. ♦



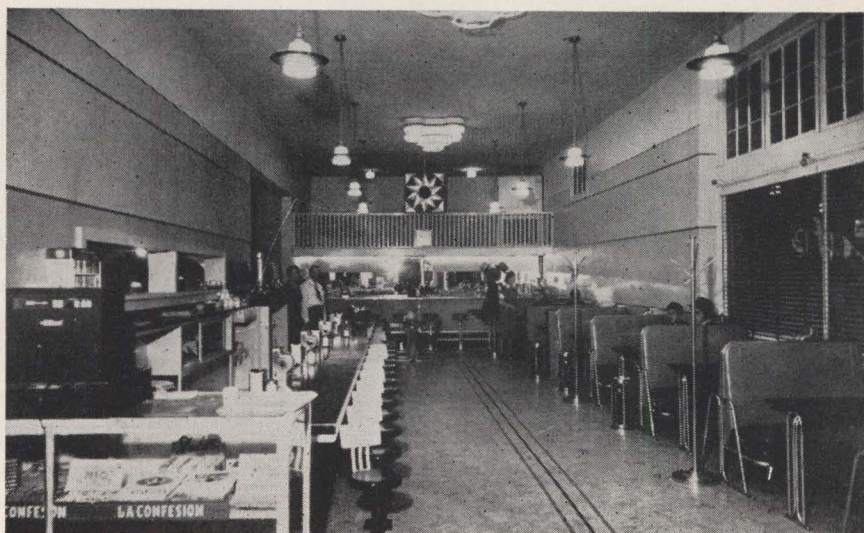
Julius A. Levy, whose appointment as Greater New York representative for Arthur H. Du Grenier, Inc., was announced the end of May.



Stenographers take note of Rowe Candy Machines, of which more than 100 have been installed throughout the plants and offices of the General Electric Company.



One of the most popular exhibits at the Buffalo Food and Restaurant Show in late April was the display of Victory Model Phonographs, arranged by Wurlitzer Distributor J. H. Winfield. Packed with crowds for three solid days, the exhibit is pictured above with Sammy Kaye's Band.



An installation of 16 Packard Pla-Mor remote control units made by Operator Joe Piccoli, of Durango, Colorado, in the Seven Up Cafe.

EDDY DUCHIN USES AUTOMATIC PHONOGRAPH TO INTRODUCE STAGE SHOW IN LEADING THEATERS



General view of Duchin's show with the Wurlitzer 850 prominently displayed on the stage.



Eddy Duchin—"The Magic Fingers of Radio."



June Robbins, featured Duchin singer, beside a Wurlitzer Victory Model 850.

Eddy Duchin, famous as "The Magic Fingers of Radio," has introduced a unique and dramatic feature in his band's theater stage appearance—of real interest to the entire Automatic Phonograph Industry. Spot-lighted on the stage in full view of the theater audience, a Wurlitzer Victory Model 850 plays a major role in launching the show.

Before the opening curtain, an attractive Duchin songstress approaches the Wurlitzer, inserts a coin, makes a selection, listens intently and—as the curtains part, Eddy and his band "give out," creating the illusion of a recorded number. Not only has the showmanship of this feature created a sensation, but public consciousness of Duchin's recorded music is feeling full effect.

This clever innovation by America's outstanding popular pianist also focuses attention of the music-loving public on Wurlitzer Phonograph entertainment. Thousands of theater patrons who are likewise location customers, see and hear the show, become more-than-ever aware of the natural relationship between top-flight orchestras and automatic phonographs.

Hailed as one of America's favorite orchestra leaders, Eddy Duchin is also destined to rank even higher than ever in the favor of America's Phonograph operators as a result of this new stage-show feature. Wurlitzer Music Merchants in the surrounding areas of Duchin's road tour are encouraged to keep their phonographs well stocked with his recordings in order to capitalize on increased public interest. ♦

COIN
MACHINE
REVIEW

39

FOR
JUNE
1941



A view of the Duchin stage show at the Riverside Theater, Milwaukee, with the Wurlitzer Model 850 which sets the entertainment in motion, at the right.



How a hit record is born, christened by a group of coin machine godfathers, is illustrated in these pictures snapped at the Bluebird studios when Abe Lyman waxed Eddie Lane's beautiful new ballad "When The Lilacs Bloom Again".

1—Abe Lyman lends an ear as Eddie Lane, versatile young coin machine advertising man, plays over his song for the maestro. Atop the piano is Rose Blane, Lyman songstress; Leonard Joy, Victor-Bluebird recording manager, listens attentively, getting his ideas for the recording.

2—Lyman gives the orchestration a last-minute going over with his arranger, Bob Mersey.

3—The royalty of coinism make their entrance. That's smiling "Doc" Eaton of Buckley Music System to the left of Rose Blane; Nat Cohn of Modern Vending Company is on her right; then comes Abe Lyman with his arm around handsome Harry Pearl, Rock-Ola distributor.

4—The boys offer Eddie Lane nickels for luck—signifying the nickels they expect his song to

bring into the machines. Left to right: Doc Eaton, Harry Weinstein (Lyman's personal representative), the maestro, Nat Cohn, Eddie Lane, Harry Pearl, and Eddie Heller, advance road man for the band.

5—Tune-up time. The boys in the band get in the groove.

6—The leader watches for the go-ahead signal. Everybody on their toes . . . ready, set, . . .

7—Eddie Lane and his well wishers watch the recording from the control room. Those happy smiles mean that "When The Lilacs Bloom Again" is really blossoming—but pretty.

8—It's done! The first test pressing comes off the turntable and, in the enthusiastic presence of Nat Cohn, Harry Pearl and Doc Eaton, Abe Lyman presents the pressing to Eddie Lane. Said the boys (and they should know): "If this doesn't turn out to be a terrific coin machine record, we'll eat it—label and all. Good going, Abe—good luck, Eddie!"

Muzak Moves West

LOS ANGELES—Muzak, a wired concern active in the East for the past several years, has moved into the West Coast territory for the first time with the establishment of a subsidiary here under the name of Pacific Network, Inc. Marc Sessions is in charge.

Firm pipes continuous music into swanky bars and eateries.

Peres Newly-Appointed As Louisiana Packard Distributor

NEW ORLEANS—The Peres Amusement Company, headed by Jules Peres, has been announced exclusive Packard distributor for the southern part of Louisiana by Homer E. Capehart, president of Packard Manufacturing Corporation.

"Jules Peres has long been associated with the automatic music industry," stated Capehart, "and he's doing a magnificent job in the distribution of automatic music equipment. It gives me great pleasure to have our products distributed by such an outstanding firm."

The Peres Amusement Company is holding open house with an exhibit of the Packard Pla-Mor line, including the new Model "600" Wall Console Speaker.



Thanks Boys—

. . . for your tremendous acceptance and sizable orders for the Packard PLA-MOR Remote Control Unit.

There is no doubt but what thousands of other folks are thanking you, too, this very minute as they listen to and enjoy the Packard PLA-MOR Units installed in your various locations.

Our factory has been literally buried in an avalanche of orders but despite it all shipments are being made on regular schedules and your orders on file will be given prompt attention.

Again . . . my Sincere Thanks!



ED WISLER

Packard District Manager for
So. Nevada, Arizona, New Mexico

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1 TO 11, 20CEA. - 12 TO 99, 18CEA. - 100 UP, 16CEA.

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MUSIC

Singing Spirit of Free Nation Says Broyles

NORTH TONAWANDA, New York — Singing brings men and women together, breaks down class distinctions, religious antagonisms and race prejudices, declares J. E. Broyles, president of the Automatic Phonograph Manufacturers' Association and Export Manager of the Rudolph Wurlitzer Company. Broyles' favorite quotation is from the philosopher who said, "I care not who writes the nation's laws if I may listen to its songs."

The association president recommends that: "The people of the United States take an increased interest in music, it doesn't matter what type—and cultivate that interest through these times of severe stress. Psychologically, it would be a good thing. We are living under increased tension and any means that can be taken to relieve that tension is certainly worth the effort. Music would enable harassed citizens of our land to escape for brief periods from the seemingly endless cavalcade of crises."

The automatic phonograph industry can play a great part in this drama of today's America, says Broyles. "Through the medium of automatic phonographs, thousands of music stations throughout the country are helping to get music to the people, in factories, shops, plants, various branches of the service and in remote sections—to people who would otherwise never have the opportunity of hearing the best bands and artists. This service is an invaluable contribution to national defense!"

Paying tribute to patriotic songs, Broyles believes that "The Star Spangled Banner" is an expression of the ideals of the greatest democracy the world has yet known and in that sense transcends the music of any composer, living or dead. But—there are also other great songs representing our democracy, keyed to the tempo of the times, such as 'God Bless America' and 'I Am An American.' These songs should be played throughout the nation for they will bring the present unassimilated elements in our population together." ♦

SHEET MUSIC BEST SELLERS

Amapola (E. B. Marks)
My Sister and I (BMI)
Intermezzo (Schubert)
No. 10 Lullaby Lane (BMI)
Wise Old Owl (BMI)
Do I Worry? (Melody Lane)
Walking by the River (BMI)
Maria Elena (Southern)
I'll Be With You In Apple Blossom
Time (Broadway)
Dolores (Paramount)

SONGS MOST PLAYED ON THE AIR

Amapola (E. B. Marks)
My Sister and I (BMI)
Maria Elena (Southern)
The Things I Love (Campbell)
Do I Worry? (Melody Lane)
Two Hearts That Pass in the Night
(E. B. Marks)
Walking by the River (BMI)
It All Comes Back to Me Now (BMI)
No. 10 Lullaby Lane (BMI)
G'Bye Now (BMI)

Spencer Sounds Call for Organization to Combat Excessive Music Taxes

By R. Spencer

Secretary-Manager, Automatic Music Merchants Association, Inc.
San Francisco, Calif.

If only the operators of coin-operated Phonographs throughout the country today were cognizant of the many items of legislation, State, City and County, that are continually arising as a menace to the Phonograph Industry, they should stand ready, anxious and willing to join an Association and work for the stabilization of their business.

Even though YOUR territory may have thus far escaped the ravenous appetite of the monster . . . licenses and special taxes . . . always hungry after new sources of sustenance, do not feel too secure in your position, because sooner or later some politician or office holder will discover that they have been overlooking a source of revenue that has been tapped in other cities and from then on you will be in for something, unless steps are taken to prevent it.

The first logical step to take would be for all the operators to form an Association, for in Unity there is Strength. The primary purpose of any Trade Association is to help its members operate their business profitably. Membership in such an Association is for the most part open to all who care to join and become parties to the rules and agreements of the group, which are, of course, made by the members themselves. No member has any advantage over any other member. The policy of most Associations is equal rights to all and special privileges to none.

The development and popularity of coin-operated music equipment is growing all over the nation. It has won the respect of the public and of industry generally. It is the economical amusement that the public wants. It has taken some time for this industry to attain the standing it has today, and undoubtedly progress has been impeded by the impression given to the public by chiseling operators. Instead of co-operating with fellow operators and maintaining commissions at a living wage, they go into every location and start knocking the equipment and service and end up by offering a much lower commission . . . often giving the impression that for every 5c placed in the machine, the operator makes \$2.50.

There are a number of operators today who would be highly indignant if anyone would accuse or imply that they were "thieves," but when they deliberately enter a location that belongs to a fellow operator, undermine the desirability of the spot by cutting the commission, offering a later type of machine, that nine times out of ten, the spot does not warrant, is he not a potential thief?

Have you ever watched, over a period of time, the man who either would not join the Phonograph Association, or dropped out because it hindered chiseling, and cut-throat competition? After he has successfully lowered commissions, and unfairly

obtained locations rightfully belonging to other operators, how long is he able to remain in business, buy a reasonable amount of new equipment and keep his present equipment in satisfactory condition and pay a living wage to his employees? Frankly, the more locations he obtains in this manner, the sooner he is out of business.

How does he react when proposed legislations to place unreasonable taxes and licenses on the Phonograph Industry arise? He can't afford to fight it alone. Does he chip in and pay his bit toward defraying the expense of placing the truths regarding the expense and income of the operator before the Legislative Committee, or does he revert to type and sit back, waiting for "George" to do it?

And, in such a case, it is the Association that would be "George" and in order for it to do anything effectively, about matters of that nature, it must have the whole-hearted co-operation of its members. Is it, do you honestly think, a sporting thing for the non-member to smugly reap the harvest of the men who labored diligently to defeat menacing legislation, while they were smugly sitting back, waiting for "George" to do it?

Do you know of any other industry that has attained the magnitude and standing that the Phonograph Industry has, that does not have Local, State and National Associations? Merchants, both retail and wholesale, in the Drug, Hardware, Poultry, Grocery, etc., have their specific Associations. They have ethical rules and regulations for the betterment of their business, and what is most important, they abide by them. They know that a mule that is kicking, isn't pulling, and if he is pulling his share of the load, he is too busy to be kicking. Prices on standard merchandise is maintained at a Fair Trade basis by these Associations, and any firm that attempts to sell merchandise below this price is very quickly given adverse publicity. Knowing the advantage to be derived from Trade Associations, is there any reason why the operation of phonographs should not be governed in a like manner?

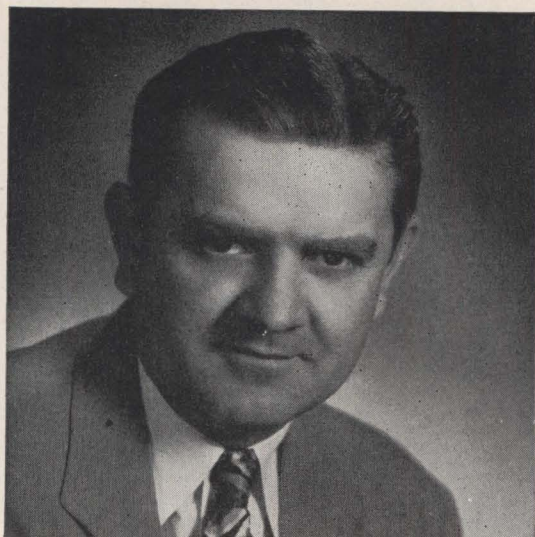
Why not forget all little differences and arguments and pull together for those things which are going to make the operating business a success? After all, the importance of these things is so great that the petty things which are so often argued about fade into insignificance.

If you, Mr. Phonograph Owner, believe that some stabilizing force is necessary to again put phonograph operating on a money-making basis, then you should place yourself in a position to pull with and not against the Phonograph Association.

REMEMBER THE BANANA — Every time it leaves the bunch — IT GETS SKINNED. ♦

COIN
MACHINE
REVIEW

41
FOR
JUNE
1941



Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO,
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Telo-Phono Business In Heavy Upurge

LOS ANGELES — "Thrilled beyond words," is the way officials of Telo-Phono Company describe their reactions to the additional business they have enjoyed since moving to 1457 Venice Boulevard, in the heart of Coin Machine Row, last April 1st.

"When we moved to our new location," stated Harry Winslow, "we were confident we would have sufficient space for some little time to come. However good news spreads rapidly and the word has gotten around that Telo-Phono equipment is all a Wired Music operator could ask for and our business has increased so substantially that we are already cramped in our new place."

"Another thing worthy of note," added Vic Sanders, "is that our new Wall and Bar Box is adaptable for use with Rock-Ola, Rhythm-Aire, Phono-Tel, Pantages' Maestro, Telo-Phono, Jennings' Magic Music and custom-built Wired Music systems. The box has had 100% acceptance and we're mighty proud of the fine gross receipts records the Box is making in various parts of the country."

Telo-Phono equipment is designed, engineered and manufactured by seasoned operators who are thoroughly acquainted with the demands of the public and the type of equipment that will make the most money for operators. Consequently operators have practically stormed Telo-Phono's plant for deliveries on the new Bar and Wall Box and standard Studio Equipment.

"I think the patient's wandering in his mind."

"That's all right. He can't go far."

* * *

TEXAS

Covered By
JOHN G. WRIGHT

HOUSTON (RC) — Houston operators' monthly social meeting was held the evening of May 14th in the barroom of Southern Select beer warehouse. Hosts for the affair were Jack Armstrong, J. B. Belin and Walter Rabe.

Eats consisted mainly of a delicious barbecue with all the fixings together with plenty of Southern Select beer. Fine boiled shrimp, served ice cold, were enjoyed before, during and after the main feed. Entertainment was a floor show by local performers.

More than sixty operators and several friends attended. Galveston-Houston Breweries, Inc., brewers of Southern Select beer, furnished and served all the food and beer for the party.



CARRIE THE CAR HOP

— says —

"We're helping that serious minded young operator hold this spot. His phonograph isn't the latest model but his word is good and there are no strings on his tips."

Houston branch of Decca Distributing Corporation opened for business in their new location on Franklin Ave., the third week in May. The new place, with approximately 700 square feet of floor space, is one of the largest distributing plants in the Southwest.

Commercial Music Co., Wurlitzer Distributors, reported that May set an all time high sales record for phonographs. Sales through April of this year had already exceeded total sales for 1941. Salesmanager Raymond Williams said there was still a shortage of phonographs for delivery but wall box equipment was fairly plentiful.

Houston Personals: W. W. (Mike) Ackman, part owner of Sun Amusement Co., spent several days in Dallas on business—Harold Horton, of Stelle & Horton, entertained Jimmie Johnson, owner of Western Equipment Co. Johnson arrived by plane May 15th and departed the following day—Raymond Williams had a week-end visit from his Brother Joe of Dallas. Joe Williams is owner of Commercial Music Co., and Raymond is salesmanager—Jack Renfro, prominent operator, well known sportsman, and part owner of R & A Distributing Co., has been catching some fine bass in Manor Lakes which are on his estate near West Columbia. Jack recently had his picture on the sport page of a leading daily holding two fish weighing over four pounds each—Hubert Madeley, local operator, was called to military service last month and is now stationed at San Antonio.

* * *

Butcher: "Joe went for a long ride on the bridge path before breakfast this morning."

Grocer: "I bet he ate like a horse when he came back."

Butcher: "Well, yes, he ate standing up."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



LET'S TALK IT OVER

The above picture couldn't be taken in many Distributors' offices for the simple reason that it doesn't exist. It's a Conference Room where you and we can sit down and constructively plan how you can make more money as Wurlitzer Music Merchants. We didn't build this Conference Room for looks! We built it

for use! And it has BEEN in use every day since we opened our quarters. If you haven't sat in one of these chairs as yet, this is your invitation to do so with us. We're finding, and so are a lot of West Coast Music Merchants, that the plans born at this table are producing some mighty fine results.

CALIFORNIA SIMPLEX DISTRIBUTING CO. WURLITZER DISTRIBUTORS

SAN FRANCISCO—415 Brannan Street

LOS ANGELES—1348 Venice Blvd.

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COIN
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43

FOR
JUNE
1941

TELO-PHONO'S PROVEN WIRED MUSIC WALL or BAR BOX



and STUDIO EQUIPMENT

... are winning the plaudits of operators from coast-to-coast and each day more and more operators are becoming acquainted with the great profits possible from the operation of Telo-Phono equipment.

Here is a proven Wall and Bar Box now operating on Rock-Ola, Rhythm Aire, Phonotels, Pantages' Maestro, Telo-Phono, Jennings' Magic Music and custom-built Wired Music systems. Box has a beautiful hammered Bronze finish with brilliant illumination. Each Box is complete with a microphone and Speaker, making it possible for your customers to order their music without leaving their seats.

Check These Special Features!

1. One to Five nickels may be deposited in any Box at any time.
2. Operator has positive check of all money deposited in each box. Absolutely slug proof.
3. If one or more coins are deposited at same instant there is no possibility of opening more than one Box or losing any coins, assuring fool-proof operation.
4. Boxes completely controlled by Operator. No timing device to retard operation.
5. If coins are deposited when another box is busy a "One Moment Please" sign lights to show patron coins have been received.
6. Boxes operate on a maximum of 24 volts, AC.
7. Operates on your present equipment regardless of whether it uses one or two pairs of telephone wires.
8. A strong cast aluminum bracket designed to conceal cables is available for use on Bars or Counters.

Write, Wire or Come In TODAY For Full Details!

TELO-PHONO COMPANY
1457 Venice Blvd. Los Angeles, Calif.

(ON COIN MACHINE ROW)

COIN
MACHINE
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44

FOR
JUNE
1941

SO. CALIFORNIA

Covered By
PAUL REYNOLDS

LOS ANGELES — The Memorial Day holidays gave most of the coinmen in Southern California an opportunity to steal away for a few days and soak up a little sunshine, sea breeze, Mexican tequila, or what have you. Surprising, however, was the terrific number of folks who remained at home after the newspapers told of the terrible number bound to die in traffic accidents and as a result most operators enjoyed typically "three Saturdays" in a row. Especially in the music field was the holiday "take" noticeable.

Another spot getting a good play from coinmen is the Hollywood Park race track where some of the boys are laying it on the line in the hope of "breaking the bank" at Hollywood Park.

Bob Stark, president of Phono-Tel Co. Inc., took advantage of the holiday and spent the time at Ensenada in Baja California (Old Mexico) to you).

John Kagan, Groetchen rep., reports a mighty fine reception from the operators as he covers the hinterland. Jack left L. A. again on June 3rd for a trip through the north. He has recently added the line of the Globe Printing Company, Philadelphia, and is enjoying a nice business on their line of salesboards.

Want to realize a little extra coin on your collections? Seek out F. N. Bebout, Bebout Rattan Works in Santa Barbara. Bebout is a coin collector of the first magnitude and he's willing to pay operators a premium for their coins. At present he is offering a 5% premium on pennies, nick-

els, dimes and quarters. If you have a hundred dollars in assorted coins here is your opportunity to make a five-spot profit on the coins.

Art Daws is having a picnic (?) in San Diego taking care of all the new spots demanding equipment. Art is equal to the task and is placing new tables right and left to take care of the entertainment requirements of thousands of draftees and defense workers.

Cliff Blake and Max Kraut felt a bit cramped in their former quarters at 2700 South Hill Street and moved the first of June to larger quarters at 2646 South Hill Street. Now both Max and Cliff have dandy private offices and it is expected that U-Need-A-Pak sales will double, for both lads can go to work at the same time.

Frank Jarrell spends a lot of time out of Los Angeles convincing operators that Wall and Bar Boxes are the money-makers of the day.

L. B. McCreary, of the L. A. office of Mape Music Co., left on the fifth of the month for a visit to the Seeburg factory in the East.

Mr. and Mrs. Claude Huizing took advantage of the Memorial Day time-out and invited a flock of their friends for a barbecue at their home. A surprising number showed up and put papa Claude to work on the spits to take care of the ravenous appetites of the guests. Claude came through with flying colors and the folks left shouting the praises of this ultra-ultra-

Woody Herman exclusively
DECCA

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chef. Claude is an officer in the Western Vending Machine Operators' Association and a mighty smart vending machine operator in Southern California. (Editor's note: How about that barbecue recipe for our "What's Cookin'" department?)

Mr. and Mrs. Dick Parina, he of the DuGrenier Coast Representation, left Los Angeles May 22nd for a five week trip East. Dick expects to call on operators in his territory and to spend considerable time at the DuGrenier factory in Haverhill, Mass. The Parinas will combine business with pleasure for both of them have several relatives in the East as well. Next month we hope to present a personal interview with Dick on his Eastern trip.

Meyer Gensburg, of the Chicago Genco lads, breezed in the last of May to spend the summer in sunny California.

Mollie Simon, Curley Robinson's efficient secretary at the AOLAC offices, used the Memorial Day vacation for a second visit to Murietta Hot Springs.

Jack Gutshall, of Esquire Music Co., is ready for more increases in the steady business he has been doing with Packard Pla-Mor equipment. Jack moved to new and larger quarters at 1870 W. Washington Boulevard the first of June. Now operators can walk right through his place, out the back door and into Decca's back door to buy records. Decca's new place fronts on Cordova and backs up to Jack's.

No one thinks of a group salute to the flag without thinking of Harry Rawlings. Harry has led the salute at AOLAC meetings for so long only a few of the real old timers can give you the definite time.

M. I. Slater, Secretary of the Western Vending Machine Operators Association, had an interesting experience on June 5th when he attended a Boy Scouts' picnic in Alhambra with his son, Irving, who is a senior scout. During the course of the evening Slater accidentally met and renewed acquaintance with a man he had known more than 15 years ago when they both were youths and both members of the same Boy Scout troop. Which all goes to show it really is a small world. ♦

Kate Smith Buys Mangan Tune

CHICAGO.—The song "We're All Americans," a star in musical presentations from coast to coast, was written and composed by a man who can't sing, whistle, or play a note of music—Jim Mangan, advertising manager of the Mills Novelty Company. It was the first patriotic song officially adopted by BMI.

Seven years ago, Mangan wrote a book called "You Can Do Anything." His friends, knowing his musical deficiencies, challenged him to write a song. A poem, "We're All Americans" was the result. But it took him six years to find an arranger who could set down the notes of a tune that sang in his head and so complete the song.

Kate Smith, well-known radio singer, has been singing the popular air to radio audiences for the past five months. A few weeks ago she sang it to a Sunday crowd of 750,000, in New York's Central park, the largest audience ever gathered in an American city at one time. Now, forming a music company with her manager, Ted Collins, the Collwill Music Company of New York, she has purchased Mangan's song from Bell Music Company and will make it Collwill's first big feature.

Mangan is internationally famous as a writer of inspirational prose, his "Write a Letter" having been reprinted almost as widely as Elbert Hubbard's "Message to Garcia." ♦

PATENTS and INVENTIONS

By P. FRANK SONNEK
Attorney in Patent Causes

(With this issue we inaugurate a new informative department dealing with Patents and Inventions and edited by P. Frank Sonnek, Attorney in Patent Causes. Each month Mr. Sonnek will discuss various phases of Patent procedure.—Editor.)

An important factor in the industrial development of our country is the incentive to invent new ways of doing things, to improve existing mechanisms and cut costs in established fields and to create new enterprises, because, under our patent system, the inventor may reap his reward for his ingenuity, a patent giving him the exclusive right to make, use and sell his invention for a term of seventeen years.

The coin-machine industry, starting virtually from scratch in the early nineties, now employs in excess of 100,000 people in making, selling and servicing its output, and, almost daily, it may be said, ways are being devised to automatically dispense additional products, supply service and cater to the entertainment and amusement demands, so that John Q. Public can get what he wants, when he wants it, at a minimum of cost and little or no effort to himself. Most manufacturers are alive to the advisability of protecting their investments and their business by patenting improvements in existing machines and the new designs that they may bring out. But, many are lax in that respect, often delaying filing patent applications until an improvement or new machine has been tried out on the public.

It is not unusual that delay in taking steps to protect a new idea or improvement may work out to the advantage of a competitor. For instance, public use of an invention for one year, prior to filing a patent application, means an invalid patent, and, it is not infrequent that a manufacturer who follows the policy of first trying out the market, finds that he has missed the boat, insofar as patent protection is concerned. Again, this policy of placing a new development on the market before applying for a patent, may serve as a tip-off to competitors, as to the solution of their problems and they may evolve something along similar lines. Thus, when an application is eventually filed, it may be found that there are others ahead of it, directed to similar subject-matter, and the man who was not diligent in getting his case into the Patent Office faces a hard row to hoe, to prove that he is entitled to a patent. Many valuable inventions have been lost to the originators by such delays.

Another common practice, which is dangerous, in both large and small organizations, is the practice of making all patent applications in the name of some one individual, irrespective of the fact that he may not be the inventor. Many times, an engineer or a mechanic conceives a patentable invention, one that may subsequently work out most profitably to an organization, but in line with the policy of the

outfit, the application for patent is made in the name of some executive. The patent laws state that the application must be made by the inventor and he must make oath that he is the inventor.

If a patent is infringed and it can be shown (and it is not so difficult to do it, as may be supposed) that the patentee is not the inventor, but simply filed the application in his name, the patent will be worthless, which, obviously, may result in extensive losses, as everybody will then be in a position to use what the patentee's organization believed it had sewed up for its exclusive use. Aside from this, the maker of a false oath or affidavit lays himself open to perjury charges.

Under the standard employment agreements, employees making inventions agree to turn them over to the employer and to be on the safe side, applications for patents should be filed in the names of the actual inventors and assigned to the employer. True, this may mean that some brass hat in an organization may not get all the credit that he now enjoys, as the brains of the organization, but the patent picture will be built on safer lines. Again, the mere fact that a mechanic may one day see his name on a patent, even though it is owned by his employer, will spur him into activity to produce something worth while. Thus, the employer may profit in another way.

QUESTIONS AND ANSWERS

Q: If two persons have patent applications in the Patent Office for similar things, who gets the patent?

A: The applications are placed in so-called Interference Proceedings. This permits each party to produce proof to priority of inventorship, so that the patent may go to the first inventor.

Q: What does the exclusive right to make, use and sell mean?

A: It means the patentee has the right to exclude all others from making, selling or using the invention of the patent without his permission. Thus, if a dealer sells a machine made in infringement of his patent by a competing manufacturer, he may, at his option proceed against the dealer.

Q: Can an invention be sold by an inventor, without a patent?

A: Yes. Many are sold to manufacturers while an application is still pending in the Patent Office. In fact, many manufacturers prefer to purchase inventions in which they may become interested, before the patent's issue. This permits them to handle the applications before the Patent Office along such lines as will afford them the best protection, for their particular purposes.

Q: What is the term of a patent?

A: Seventeen years.

Q: What does it cost to obtain a patent?

A: The government filing fee is \$30. After the application has been allowed, a second fee of a like amount must be paid to have the patent issue. If an inventor can make his own drawings, conforming to the requirements, and prosecute the application, there are no other costs, in the normal prosecution of a case, except possibly for correction of drawings, copies of cited patents, which are small.

Q: How can it be known that a machine is patented?

A: The law requires that a patented machine bear the patent number. Some manufacturers apply the date also.

(If you have questions wished answered Mr. Sonnek will answer them without charge. Address him in care of this publication, enclosing a stamped, addressed envelope for your reply.) ♦

* * *

Two Scotchmen entered a train and sat behind a very pretty girl.

"That's a bonnie lassie in front," remarked one of them. "Shall we speak to her?"

"Nay, mon, wait till she pays her fare."

COIN
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REVIEW

45

FOR
JUNE
1941

MY THANKS

... to the Operators, Jobbers and Distributors of the Northwest District for their hearty acceptance and volume purchases of the Packard PLA-MOR REMOTE CONTROL.

Your overwhelming approval of the Packard Unit is gratifying. Please be assured that every effort is being made to fill your orders as rapidly as possible.



CLAYTON BALLARD

PACKARD DISTRICT MANAGER FOR OREGON, WASHINGTON,
MONTANA AND NORTHERN IDAHO

3604-N. E. 18th Ave.

Portland, Oregon

Jimmy Dorsey exclusively
DECCA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Right to left—Budge Wright, manager of Portland office of Western Distributors, discusses the outstanding features of the Packard Pla-Mor Remote Control Unit with Packard's District Manager Clayton Ballard, and Roy Gatto, as they stand in front of a large shipment of Pla-Mors recently received. The Model "600" Speaker is shown in the center.

Budge Wright Sets Packard Record

PORTLAND, Ore.—Budge Wright, manager of the local branch of Western Distributors, celebrated his first month as a Packard distributor by setting a new sales record for a total sales out of the Portland office.

Said Homer E. Capehart of Packard: "It gives me great pleasure to know that we are so ably represented in Oregon by such an outstanding distributing organization as Western Distributors. Budge Wright, manager, has done a remarkable job in pioneering remote control equipment in Oregon, and has been ably assisted by Roy Gatto, head of Western Distributors service department."

Wright will carry a complete stock of Pla-Mor equipment at all times. ♦

Columbia Record Hollywood Strike Settled

HOLLYWOOD—Employees at the Hollywood plant of Columbia Recording Corporation returned to work the last of May after being on strike for more than a month. The strike was called by Local 1421 of the United Electrical Radio and Machine Workers (CIO) following refusal of the local Columbia heads to meet demands for a wage increase.

The strike virtually stopped the sale and delivery of Columbia records on the Western slope but with difficulties ironed out deliveries have been resumed on regular schedules. ♦

Success Story

New York—Last year Johnny Messner recorded *She Had to Go and Lose It at the Astor* for Varsity Records. The platter sold more than 300,000 copies and stirred up a terrific controversy. Later Varsity went into bankruptcy. Last week, a year after his record hit its peak, Messner received his first royalty check. It totaled 10 cents.

ASCAP-BMI Woo Music Operators

LOS ANGELES—The Coin Machine Industry's music machines have become an important prize in the music war still waging between American Society Composers and Publishers and Broadcast Music, Inc.

That pleasantly steady tinkle of nickels clicking in the music machines in taverns of California and other states is coveted by both groups. BMI has released a number of songs designed to hit the tavern trade, particularly "The Friendly Tavern Polka." They've announced a 33⅓ per cent reduction in fees and prepared a catalog containing names of 1,600 records available for distribution to taverns. ♦

Pioneer's Prophecy Comes True in 1941

LOS ANGELES—Back in 1940, Robert Stark, president of Phono-Tel Co., Inc., pioneer in manufacturing of wired music, prophesied, "Our wall and bar boxes are going to meet with tremendous success within the coming months!"

Now, according to Stanley Harris, vice-president and sales manager, that prophecy has come true. "Operators are buying heavy," says Harris. "Hundreds of reorders prove the success we promised a year ago, with sales outdistancing our expectations. There's a reason, of course. Built by pioneer manufacturers and operators, Phono-Tel contains those things needed for cash box increases. Not only is our Tower Cabinet built to suit the wired music operator but it can also be used as an auxiliary speaker."

Citing specific instances of success, Harris pointed out "Dick Talbert of R. A. Talbert Novelty Co., Fresno, has placed an order for 300 bar boxes. He's covered one-third of his route and has increased his 'take' from 50 to 150%. Ernest Salter and Bill Barbash of San Francisco, M and M Wired Music Co. of Sacramento, and Carl Barbash, Vallejo, all report marvelous results from the continuous success of Phono-Tel bar boxes." ♦

Watch for Bob Metz

NEW YORK.—The Byrde, Richard & Pound advertising agency which handles several advertising accounts in the Coin Machine Industry, has sent out the following warning:

"After purchasing music equipment in New York and then leaving partners in the lurch as well as leaving this city and therefore giving Modern Vending Company much legal trouble to repossess the machines he purchased, Nat Cohn, of Modern, issues warning to watch out for Robert Metz.

"According to description offered by Nat Cohn he is about 5 feet tall, dark haired, dark complexion, claims to come from California and will give names of certain distributors there for reference. He is wanted in California. He is also now wanted in New York City. He called his firm: Allied Vendors, 1265 Broadway, New York City. He is also known to take in partners and left two such men here in New York City—running away with whatever monies there were in the firm. ♦

Bing Crosby exclusively
DECCA

**Operators
Notice**

AUTO LOAN PURCHASE MONEY

3½% SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St.

Michigan 0961

Los Angeles, Calif.

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ANNOUNCEMENT!

The General Music Company

PROUDLY ANNOUNCES IT HAS PURCHASED
THE JOBBING AND DISTRIBUTING BUSINESS OF

WILLIAM CORCORAN

1157 POST STREET, SAN FRANCISCO

AND WILL OPERATE THE BUSINESS IN THE
FUTURE, SPECIALIZING IN

BUCKLEY WALL BOX MUSIC SYSTEMS

and

RECONDITIONED COIN-OPERATED PHONOGRAPHS
OF ALL MAKES ON CONVENIENT TERM PAYMENTS



● We cordially invite Northern California operators to make our San Francisco offices their headquarters for their every music requirement. Our San Francisco manager, Mr. Ernie Brennan, has spent more than 15 years in the Coin Machine business and he will be happy to be of service to you in every way possible.



GENERAL MUSIC COMPANY

WILLIAM PARR, *Owner*

1157 POST STREET
SAN FRANCISCO

2277 W. PICO BLVD.
LOS ANGELES

COIN
MACHINE
REVIEW

47

FOR
JUNE
1941

Here's the Dope About

GLENN MILLER

About 15 years ago, a gangling Iowa farm boy traded in his trombone for a much-needed pair of shoes and the music world nearly lost one of its brightest lights.

But the town tailor soon came to his rescue and Mr. and Mrs. Miller's boy Glenn was given another trombone in return for running errands after school. It is to this point that the new sensation in the dance world traces the beginnings of his musical career.

Glenn's earliest memory of himself as a trombonist is the fact that his practicing "nearly drove father nuts." He was also continually getting into hot water for skipping high school to practice, he admits. He finished high school, however, and went on to the University of Colorado where he joined the Sigma Nu fraternity and helped himself through by playing on the college dance band.

After college he made his first splash in musical circles by joining Ben Pollack's all-star outfit. In the following years he played with the Dorseys, Red Nichols, Gene Krupa and Bix Biederbecke, and began to be known as a "musician's musician" because of his brilliant arrangements and scoring.

It was because of this ability and his uncanny ability in picking and holding together the temperamental artists necessary to every good band that he was selected by



Ray Noble to organize an American orchestra and provide the musical library that was to make Noble famous over here. It was while he was with Noble that he worked out his distinctive scoring for the reed section that has since been established as the Miller trade mark.

For ten years Glenn arranged and worked behind the scenes but always with his own projected outfit in mind and he managed to store away a good many ar-

rangements and musical tricks for his own future use.

Few people know that Miller's present orchestra is not his first but his third. And he was ready to disband this unit not long ago before his swing style caught on. Once when told that 120,000,000 Americans were glad he didn't break it up, he remarked fervently, "Make that 120,000,000 and one."

Although definitely committed to the swing idiom, Glenn has built his orchestra to last. "I don't want to be King of Swing," he declares. "I want a kick in my hand but never at the expense of harmony."

His Bluebird Recordings have been consistent money-makers for phonograph operators country-wide and each new release is anxiously anticipated by these seasoned Music Merchants.

Tall, rugged and good-looking, Glenn at 31 is married to the former Helen Dorothy Burger, his college sweetheart. He likes outdoor sports, plays a fast game of tennis and gets a kick out of hunting. He hopes one day to write serious music, but ruefully admits that he "doesn't begin to have time now."

Maisch Completes 30 Years With Victor

NEW YORK.—"Men are more temperamental than women!" That was spoken like a gentleman by Frederick L. Maisch, who recently celebrated his 30th anniversary as a sound engineer for RCA Victor and he ought to know! Maisch himself is married and lives with his wife and 23-year old daughter in a New Jersey suburb but he didn't mention whether that statement was sound in his own home.

"Jascha Heifetz, Mischa Elman and Albert Spalding are three who can never be interrupted," he explained. "Glenn Miller is the most exacting and painstaking of modern jazz maestri. As a rule popular artists aren't so temperamental." But if you girls think the life of a dance orchestra is sweetly simple, listen to this: "They record records at these weird hours . . . between 11 P.M. at night and 4 or 5 the next morning."

Getting back to temperament, Maisch still has a kettle that was used to heat water every time Caruso wanted a drink . . . the tenor couldn't drink anything cold. "Caruso 'won' the quartet from Rigoletto one time" recalled Maisch. "It was back in the old days when a horn and mixer were used for recording. Caruso, Galli-Curci, Perini and DeLuca each tried to outdo the other in volume but it wasn't even a close race . . . Caruso's tremendous power was so great I had to put him six feet back from the horn to give the others a chance!"

Review Correspondent Gets RCA Berth

PHILADELPHIA.—Record Sales Promotion Manager is the title now worn by Harry Bortnick, COIN MACHINE REVIEW Correspondent, as a result of his joining Raymond Rosen and Company. Rosen is the local RCA-Victor distributor of Victor and Bluebird records. Bortnick, who has a six year record with the REVIEW, will continue his regular Philadelphia column.

Bortnick succeeds Eddie Heller, who has been appointed traveling missionary representative for Abe Lyman's band.

COIN
MACHINE
REVIEW

48

FOR
JUNE
1941

Keep Your "Receipts Curve" Going Up

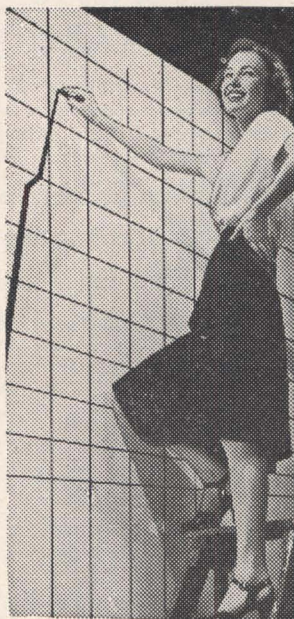
WITH THE

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

THE BOX THAT
GETS THE BUCKS

There's no "Summer Slump" with PLA-MOR operators. The bright, sparkling, audience-appealing beauty of the Packard PLA-MOR Selective Remote Control keeps business on an even keel the year around for here is a Unit possessing undreamed of public appeal and acceptance.

Let us give you some actual facts and figures on location earnings through PLA-MOR installations. These amazing figures will help put you in the profit-plus class of money-making PLA-MOR operators.



ALPHA DISTRIBUTING COMPANY

1025 N. Highland Ave.

GRanite 4148

Hollywood, Calif.

The Casa Loma exclusively
DECCA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Esquire Music Co.

announces its removal to
New and Larger Quarters
at

1870 W. Washington Boulevard

(Just Across the Way from Decca)

Music Operators are cordially invited to visit us in our new home. A complete stock of Packard PLA-MOR equipment will be carried at all times. Avail yourselves of the services of our sound and radio technicians and our amplifier expert.

ESQUIRE MUSIC COMPANY

1870 W. Washington Blvd.

ROchester 2103

Los Angeles, Calif.

SAN FRANCISCO

Covered By
RONALD PATRICK

SAN FRANCISCO (RC)—General activity rumbles on at "blitz" pace. All departments are reporting better than usual grosses.

Particularly outstanding is the growing acceptance and stability of the pinball business. New locations continue to open up while play on established stands is in no way diminished. Now, apparently, is the time for any enterprising member of the operating estate to really get and extend his area of dividends.

According to such keenly-keyed distributors as Lou Wolcher, Wolf Riewitz and Johnny Ruggerio, that's exactly what the top route men are doing.

It is of gratifying interest to find that all models of penny and nickel commodity merchandisers are sharing more than encouragingly in the brisk tempo of current opportunities. Among the foremost in this department of enterprise is Vance Wallace of the Viking Specialty Co. Business, according to Vance, is fully 200% better than the average for just three years ago, and is considerably above last year's itself (which as it is not too remote was something of a first rate year of its own).

Music machines have held their stride remarkably well. Fred Neuman of the Rock-Ola manse shows extraordinary signs of unsubsidizing popularity for their de luxe appearing tone columns. The Seeburg Mapes also confirm this appreciable up-curve toward this year's radically improved models.

Wurlitzer, with usual forcefulness, continues to out-front business in every division of their music distributing set-up. Standard models and boxes both are receiving a very enviable percentage of the coin music market.

Jimmy Lunceford exclusively

D E C C A

The box specialists such as Packard Pla-Mor, as maestroed by DeLoss Osborn, reports installations keeping the local office in a dither to avoid disappointments in promised deliveries. Bill Corcoran's Buckley systems are doing no less than their share, also.

Wired music has retained its place with remarkable consistency. Top spots are staying wired and new ones make their appearance with regularity. Both the Oakland and San Francisco areas are making out with wired systems in a definitely big money way.

Not as much in the way of new games has been the order of the present situation. Operators are not disturbed, however, because the later models are almost without exception of greater appeal and longer

life construction than most jobs of heretofore.

Ray guns and kindred equipment have held their unique popularity with exceptional duration. It will not be surprising to see manufacturers continuing publicity on various models of these for some time yet.

Sid Mackin of the San Francisco Automatic Amusement Merchants' Association continues to function as an instrument of conspicuous service in behalf of operators' interests. At this point, some several months after its creation, it can be said that without exception in the range of operators' experience no single organization has done so much of solid meritorious consequence. The best to you, Mac, and may you long continue to be the guiding forerunner to a long history of laudable attachment to the ever more substantial welfare of the coin machine estate. ♦

Music in the Air Captivates Nation

NEW YORK—The great, national War over "Sweet" and "Swing" music can now end in peace. The men and women who demanded sweet and the guys and gals who yelled "Swing" can all hold hands and listen to the thrill of the day . . . music in the air . . . because they both want that!

To be more specific, the new "Illumitone" and "Ultratone," speaker-baffles. Many a de luxe location has been easily captured by an all-gold, light-up chandelier in "Illumitone" or all-chromium, non-illuminated "Ultratone," according to officials of the Tri-Way Products Company.

Mac Mohr, Pacific Coast office manager for Tri-Way, in Los Angeles, says, "Music in the air is what the public wants alright. The West is really going for it." And Tri-Way reports the speaker-baffles are equally popular in the South, Southwest and Midwest. In the East, say Tri-Way officials, such representatives as the Modern Vending Company of New York, Atlas Vending Company of Boston and Music Systems of New Jersey, Inc., have been unstinting in their enthusiastic praise of "Illumitone" and "Ultratone." ♦

COIN
MACHINE
REVIEW

49

FOR
JUNE
1941



"PUT and TAKE"

Sweeps the Country Again!

PUT in a PLA-MOR—
TAKE out the PROFITS!

Your "winning streak" starts when the folks see the Packard PLA-MOR Remote Control Unit! Streamlined design . . . satin chrome finish . . . indirect title strip lighting, no number hunting . . . and triple action on selecting—no "straining," "shoving," or "squinting."

High profits never choke on repair bills and service calls on PLA-MOR! It gives steady, dependable service! Nickels pouring in mean dollars taken out!

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MAXIMUM REVENUE — MINIMUM SERVICE WITH NEW 1941 BUCKLEY WALL BOXES

Brilliant Eye-Appeal Illumination . . . "Cheat-Proof" Selector . . . 12, 16, 20, 24 and 32-record Play . . . "Touch-to-Touch" Action . . . Low Installation Cost.



Night Kitchen, Pico and Vermont, Los Angeles. A 14-box installation, averaging \$50 per week.



The attractive Modern Cafe, located in Fresno, California, a recent Buckley installation by operator "Smiling Bill" Hogan.

May Be Used With Any Make or Model of Phonograph

Two important advantages that every operator wants: Maximum revenue and a minimum of service calls. That's why Buckley is outselling other music systems more than two to one.

Buckley is doubling and tripling revenue for operators everywhere. Your present phonograph equipment, regardless of age, make or model, can easily be converted into Buckley Music Systems, and the average cost is no greater than a new phonograph. Escape the "bugaboo" of early model phonograph depreciation, and make your locations "bump-proof". Talk to your nearest Buckley distributor, whose name is listed below. Let him show you how other operators are boosting their business with Buckley.

Here's Proof of Extra Profits

Read what "Smiling Bill" Hogan has to say of an installation at the Modern Cafe, in Fresno, California:

"The Modern Cafe is my first installation, and believe me, these new Buckley Boxes have stepped up my profits far more than I ever expected. And take it from me, this is the first of many more Buckley installations on my route."—Signed, Wm. Hogan.

And here's another enthusiastic letter from Peter Athan, of the Night Kitchen, Pico and Vermont, Los Angeles:

"I am very pleased with the Buckley Music System installed in our restaurant. Its tone is unexcelled and patrons appreciate the convenience of having music at practically their finger tips. The Boxes are an asset to my business and the tremendous increase in earnings over an ordinary phonograph is something else that the smart location owner should not overlook. The system is absolutely trouble free and to say we are thrilled with our installation is to put it mildly."

Here's another testimonial from E. B. Williams, of the Country Maid Cafe, in Sacramento, California:

"We have had the new Buckley Boxes in our location for the past three months. Previous to this time we had a phonograph which was averaging \$5 a week. With our new Buckley Boxes, our average weekly collection is now \$18."—Signed, E. B. Williams.

WILLIAM CORCORAN

Pacific Coast District Sales Manager for Buckley Music System

1157 Post St., San Francisco, Calif.

GRaystone 7878

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JOE H. BAKER
154 N. First St., Fresno, Calif.

D. B. SCOTTO
919 Tenth Street, Sacramento, Calif.
CHARLES A. ROBINSON
1911 West Pico Blvd., Los Angeles
GENERAL MUSIC COMPANY
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1157 Post Street, San Francisco

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COIN
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REVIEW

50

FOR
JUNE
1941

WELL-KNOWN CALIFORNIA OPERATORS WHO ARE ENTHUSIASTIC ABOUT BUCKLEY MUSIC SYSTEMS. READ THEIR COMMENTS



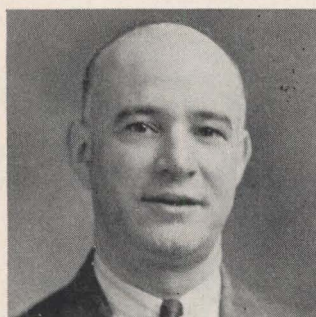
CLINT ROE—"After making several Buckley installations on my routes, I am more than satisfied."



GLEN WINWARD — "Buckley Wall Boxes are sure tops with me!"



R. MARCHETTI—"Buckley Wall Boxes have increased my revenue much more than I expected."



"HY" BAER—"I have had practically no service calls since making my installations with Buckley Wall Boxes."



AL CARRIL—"Take it from me, if you wish to satisfy your customers, put in Buckley."



ALBERT ROZARIO — "Just installed my fourth Buckley System, and intend to buy more."



CLEM STETSON—"Have been buying Buckley Music Systems for over a year. Nothing better on the market!"



C. W. E. DUNCAN — "I've bought other makes of wall boxes, but the Buckley is by far the best."



BILL HOGAN—"I can highly recommend Buckley Boxes to all operators."



H. J. RYDMAN — "Contra Costa County customers are enthusiastic about Buckley Wall Boxes."



D. B. SCOTTO—"I have placed several Buckley installations on my routes, and other Sacramento Valley operators are just as sold on them as I am."



ALBERT QUAST — "I am more than pleased with the increase in revenue in my locations with Buckley Wall Boxes."

COIN
MACHINE
REVIEW

51
FOR
JUNE
1941

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

-RECORDS-

KEY TO RATING
 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS
 FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 3★ 11170 Alvino Rey
IF IT'S TRUE (FT VC)
SATURDAY NITE (FT)
- 3★ 11169 Sam Donahue
LOAFIN' ON A LAZY DAY (FT VC)
SAXOPHONE SAM (FT VC)
- 3★ 11168 Tony Pastor
BLUES (FT VC)
GREEN EYES (FT VC)
- 4★ 11167 Freddy Martin
TIL REVEILLE (FT VC)
FLAMINGO (FT)
- 3★ 11166 Larry Clinton
LOVELINESS AND LOVE (FT VC)
YOU STARTED SOMETHING (FT VC)
- 3★ 11165 Charlie Barnet
CONSIDER YOURSELF KISSED (FT VC)
LITTLE JOHN ORDINARY (FT)
- 3★ 11164 Dinah Shore
WHERE YOU ARE (V)
MOCKING BIRD LAMENT (V)
- 3★ 11163 Glen Miller
BOULDER BUFF (FT)
THE BOOGIE WOOGIE PIGGY (FT VC)
- 2★ 11162 Joe Loss
THE KING IS STILL IN LONDON (FT VC)
A LITTLE KING WITHOUT A CROWN (FT VC)
- 3★ 11161 Erskine Hawkins
TONIGHT YOU BELONG TO ME (FT VC)
RIFFTIME (FT)
- 3★ 11160 Vaughn Monroe
AURORA (FT VC)
THE MONKEY ON A STRING (FT VC)
- 3★ 11159 Una Mae Carlisle
YOU MEAN SO MUCH TO ME (V)
OH! I'M EVIL (V)
- 3★ 11158 Abe Lyman
FEED-BOX FREDDIE (FT VC)
DAWN (W VC)
- 3★ 11157 Art Kassel
SPRING CAME EARLY THIS YEAR (FT VC)
IN THE HUSH OF THE NIGHT (FT VC)

- 4★ 11156 Dick Todd
MARIA ELENA (V)
TOGETHER (V)
- 3★ 11155 Ozzie Nelson
WHERE (FT VC)
BEAT IT OUT (FT VC)
- 4★ 11154 Four King Sisters
THE HUT-SUT SONG (V)
MUSIC MAKERS (V)
- 3★ 11153 Charlie Barnet
YOU TALK TOO MUCH (FT VC)
MERRY-GO-ROUND (FT)
- 3★ 11152 Teddy Powell
I WENT OUT OF MY WAY (FT VC)
ODE TO SPRING (FT)
- 3★ 11151 Alvino Rey
WHERE YOU ARE (FT VC)
I TAKE TO YOU (FT VC)
- 3★ 11150 Shep Fields
I FOUND A MILLION DOLLAR BABY (FT VC)
MARCHE SLAY (FT)
- 4★ 11149 Joan Merrill
TWIDDLIN' MY THUMBS (V)
AS IF YOU DIDN'T KNOW (V)
- 3★ 11148 Sonny Dunham
THROWING PEBBLES IN THE MILLSTREAM (FT V)
BAR BABBLE (FT)
- 5★ 11147 Freddy Martin
THE HUT-SUT SONG (FT V)
THE KARLSTAD BALL (FT)
- 3★ 11146 Vaughn Monroe
YOURS (FT V)
WHAT WORD IS SWEETER THAN SWEET-HEART (FT V)

Guy Lombardo exclusively
DECCA

DECCA

- 3★ 3777 Johnny Messner
TOY PIANO MINUET (Instr FT)
ALEXANDER THE SWOOSIE (FT VC)
- 3★ 3773 Bobby Byrne
DO I WORRY? (FT VC)
NIGHTY NIGHT (FT VC)
- 3★ 3772 Jimmy Dorsey
AURORA (FT VC)
BAR BABBLE (FT V)
- 2★ 3771 Bobby Byrne
I FOUND A MILLION DOLLAR BABY (FT V)
ON THE BEACH AT WAIKIKI (FT VC)
- 3★ 3765 Dick Kuhn
I LOVE LOUISA (FT VC)
LOUISIANA HAYRIDE (FT VC)
- 4★ 3762 Bob Crosby
WELL! WELL! (FT VC)
MUCH MORE LOVELY (FT VC)
- 3★ 3761 Woody Herman
SOUTH (Instr FT)
FAN IT (FT VC)
- 3★ 3760 Guy Lombardo
LOVE SENDS A LITTLE GIFT OF ROSES (FT VC)
LOVE IS THE SWEETEST THING (FT VC)

(Turn to Page 54)

COIN
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REVIEW

52

FOR
JUNE
1941

12 YEARS OF UNINTERRUPTED LEADERSHIP

*The Patented
Elliptical Point . . .*

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NEEDLE
EVER USED
BY ALL
MANUFACTURERS
OF COIN
OPERATED
PHONOGRAPHS
AS
STANDARD
EQUIPMENT
★



The Needle That Is Kind to Your Records

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THE WORLD'S
OLDEST AND LARGEST
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PHONOGRAPH NEEDLES

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It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

THE NICKEL-NABBING
NAME BANDS ARE ON

Victor and Bluebird Records

FAMILIAR STARS
AND RISING STARS

ALVINO
REY



SAMMY KAYE



Keep the Lights Bright in Your Machine

COIN
MACHINE
REVIEW

53

FOR
JUNE
1941

★ CURRENT SMASH SUCCESS ★

The Hut-Sut Song

B-11147—Freddy Martin B-11154—King Sisters
27420—Joe Reichman

VICTOR RECORDS

- 27433—*Aurora... *What Word Is Sweeter Than Sweetheart?
Swing and Sway with Sammy Kaye
27435—Poor Butterfly... Limehouse Blues—Leo Reisman
27421—*Will You Still Be Mine?... *Yes Indeed!
Tommy Dorsey
27407—Tell Me, Pretty Maiden... Bless 'Em All
Barry Wood and the Four King Sisters
27405—Moonglow—Artie Shaw
My Blue Heaven—Artie Shaw and his Gramercy 5

BLUEBIRD RECORDS

- B-11164—Where You Are... Mocking Bird Lament
Dinah Shore
B-11163—Boulder Buff... *The Boogie Woogie Piggy
Glenn Miller
B-11170—*If It's True... Saturday Nite—Alvino Rey
B-11167—*Til Reveille... Flamingo—Freddy Martin
B-11168—*Blues (My Naughty Sweetie Gives To Me)
**Green Eyes—Tony Pastor*
B-11158—*Feed Box Freddie... *Dawn—Abe Lyman

*Vocal Refrain



Such brilliant bandmen as Sammy Kaye, Tommy Dorsey and Glenn Miller—to name only a few—have proved their nickel pulling popularity time after time. But the roster of Victor and Bluebird music makers not only includes the long established favorites, but the latest arrivals and newest discoveries. Among the newcomers are such notables as Alvino Rey, the Four King Sisters, Vaughn Monroe and many more. See to it that your selection slips carry tune titles by top-ranking Victor-Bluebird talent and your machine will be a bright beacon to the best-paying customers!

For up-to-the-minute information on the latest Victor and Bluebird hits, read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list... Order RCA Victor Permo-Point Needles from your RCA Victor distributor today... In Canada, contact RCA Victor Company, Ltd., Montreal... Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Manufacturing Company, Inc.



More plays
per day with

VICTOR and BLUEBIRD RECORDS

RCA Manufacturing Company, Inc., Camden, New Jersey

A Service of the
Radio Corporation
of America

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Bob Crosby exclusively
DECCA

- 2★ 5941 Sons of the Pioneers
A LOVE THAT ENDED TOO SOON (Instr V)
THEY DREW MY NUMBER (Instr V)
- 4★ 3753 Guy Lombardo
AFTER YOU'VE GONE (FT VC)
NOBODY'S SWEETHEART (FT VC)
- 3★ 3751 Woody Herman
DANCING IN THE DARK (FT VC)
TIME CHANGES EVERYTHING (FT VC)
- 3★ 3742 Pancho
I CAME, I SAW, I CONGA'D (Conga)
AURORA (Samba March)
- 4★ 3736 Bing Crosby
MY BUDDY (V)
I ONLY WANT A BUDDY — NOT A SWEET-
HEART (V)
- 4★ 3718 Jimmie Lunceford
I HAD A PREMONITION (FT VC)
TWENTY-FOUR ROBBERS (FT VC)
- 3★ 3667 Glen Gray
I'D LOVE TO LIVE IN LOVELAND (FT VC)
THE WORLD IS WAITING FOR THE SUN-
RISE (FT VC)

VICTOR

- 3★ 27436 Barry Wood
AN OLD CORRAL IN HEAVEN (V)
WANDERLUST (V)
- 3★ 27435 Leo Reisman
POOR BUTTERFLY (FT)
LIMEHOUSE BLUES (FT)
- 3★ 27434 Duke Ellington
AFTER ALL (FT)
JOHN HARDY'S WIFE (FT)
- 3★ 27433 Sammy Kaye
AURORA (FT VC)
WHAT WORD IS SWEETER THAN SWEET-
HEART (FT VC)
- 4★ 27432 Artie Shaw
WHAT IS THERE TO SAY? (FT)
PRELUDE IN C MAJOR (FT)



**IF IT'S A HIT —
THESE DEALERS HAVE IT
BY THE BEST BANDS IN
THE BUSINESS!**

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with Music's Big
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LEO J. MEYBERG CO.

VICTOR



RECORDS

LEADING THE "HIT PARADE"

- | | |
|--------------------------------------|---------------------------------------|
| VICTOR | 27349—Amapola
Sammy Kaye |
| 27375—My Sister and I
Leo Reisman | BLUEBIRD |
| 27363—My Sister and I
Bea Wain | 11122—My Sister and I
King Sisters |
| 26659—Intermezzo
Wayne King | 11123—Intermezzo
Freddie Martin |
| 27355—Intermezzo
Enric Madriguera | 11108—Amapola
Alvino Rey |

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street

- 3★ 27424 Enric Madriguera
ON THE ISLE OF YOU (South Seas Beguine
VC)
NEGRA SOY (Bolero VC)
- 3★ 27423 Jan Savitt
THROWING PEBBLES IN THE MILL STREAM
(FT VC)
I WENT OUT OF MY WAY (FT VC)
- 3★ 27422 Sammy Kaye
I UNDERSTAND (FT VC)
FOR WANT OF A STAR (FT VC)
- 3★ 27421 Tommy Dorsey
WILL YOU STILL BE MINE? (FT VC)
YES INDEED! (FT VC)
- 4★ 27420 Joe Reichman
THE HUT-SUT SONG (FT VC)
YOU'LL NEVER KNOW (FT VC)
- 3★ 27415 Ray Kinney
THE NIGHT WE MET IN HONOLULU (FT V)
PALOLO (FT V)
- 3★ 27414 Jan Savitt
WHERE YOU ARE (FT VC)
I TAKE TO YOU (FT VC)
- 2★ 27412 New Friends of Rhythm
COO, DINNY, COO (FT)
SWEET SUE, JUST YOU (FT)
- 4★ 27411 Artie Shaw
BLUES, PART 1 (FT)
BLUES, PART 2 (FT)

- 2★ 27410 Tito Guizar
YOURS (V)
SAN ANTONIO ROSE (V)
- 4★ 27407 Barry Wood and The Four King Sisters
TELL ME, PRETTY MAIDEN (V)
BLESS 'EM ALL (V)

Earnings

Columbia Broadcasting

Net income for the quarter ending March 31, 1941 was \$1,487,686, compared with \$1,284,331 for the comparable period a year previous.

Decca Records

Net earnings for 1940 were \$433,712.

Life Savers

Net income for 1940 was \$1,016,877, compared with \$1,024,927 for 1939.



With Mrs. Fields and son Dick looking on with Wurlitzer District Manager Bill Bye, Fred Fields, Wurlitzer's Northwest Distributor, placed the largest order in his career for new model Wurlitzers and Auxiliary Equipment. "Out here," says Fred, "it looks like a whale of a year for Wurlitzer Music Merchants. Under the impetus of increased earnings, a great many are completely modernizing their operations with Victory Model Wurlitzers. I'm hard put to meet the demand, but as always, will do my level best."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

**COIN
MACHINE
REVIEW**

54

**FOR
JUNE
1941**

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of **DOWN BEAT**, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG

FIRST CHOICE

SECOND CHOICE

1— <i>Amapola</i>	Jimmy Dorsey, Decca	Sammy Kaye, Victor.
2— <i>G'Bye Now</i>	Horace Heidt, Col.	Woody Herman, Decca.
3— <i>Intermezzo</i>	Benny Goodman, Col.	Marie Greene, Col.
4— <i>I Understand</i>	Jimmy Dorsey, Decca	Charlie Spivak, Okeh.
5— <i>The Band Played On</i>	Guy Lombardo, Decca	The Jesters, Decca.
6— <i>Wise Old Owl</i>	Al Donahue, Okeh	Joe Reichman, Victor.
7— <i>Alexander the Swoose</i>	Kay Kyser, Col.	Art Kassel, Bluebird.
8— <i>Maria Elena</i>	Jimmy Dorsey, Decca	(No Competition)
9— <i>My Sister and I</i>	Jimmy Dorsey, Decca	Benny Goodman, Col.
10— <i>Friendly Tavern Polka</i>	Horace Heidt, Col.	Teddy Powell, BBird.
11— <i>Let's Get Away From It All</i>	Woody Herman, Decca	T. Dorsey, Victor.
12— <i>We'll Meet Again</i>	Ink Spots, Decca	(No Competition)

COMING UP: While "Amapola" still holds the top position, it is ready to weaken after a record run and tunes like "The Hut Sut Song," "We'll Meet Again," "Let's Get Away From It All," "Apple Blossom Time," and "Every-

thing Happens to Me" all appear heading upward to take its place. "G'Bye Now" and "Intermezzo" also have hit their peak. With the Mutual net back on the air with ASCAP music, be prepared for a number of new

ASCAP numbers—hundreds are being pushed. Anything can happen in the song field within the next few months. "Sleeper" tunes reviewed below loom more importantly than ever. Any one of them may "catch" overnight.

"SLEEPERS"

(Destined to be Smash Hits in the Machines)

SAMMY KAYE — *Daddy* may be Sammy's biggest disc click to date. On Victor, it's almost all vocal, and sung by the entire band in the old ensemble style of Don Redman. Tab it.

PETE JOHNSON — Here's a piano solo which should grab nickels aplenty. Not raw jazz, it's a pretty, commercial ballad called *Just For You* which will prove especially potent on colored locations. No vocal. Decca. (Sepia series).

JIMMY DORSEY — And still this band keeps shelling out platters which are top money-makers for ops. Late J. Dorsey items well worth trying are

Man That's Groovey, with a sharp Helen O'Connell vocal; *Green Eyes*, patterned in the band's "Amapola style" with O'Connell and Bob Eberly vocaling, and *In the Hush of the Night*, which already is gathering many a coin in thousands of boxes. All Decca.

COUNT BASIE — Try the Count's *Feedin' the Bean* on Okeh. It's typical Basie with some flashy Coleman Hawkins saxophonizing added. The kids will eat this up.

ARTIE SHAW — Still featuring his string section, and his own clarinet artistry, Shaw has potential winners in *Moonglow*, the old fave of 1935, and *Dancing in the Dark*, which goes back to '31. Both worth watching; both Victor.

CLAUDE THORNHILL — Reports on this leader's version of the up and coming *Sleepy Serenade* are coming in from ops throughout the nation. The case here is a strong band playing strong material. On Okeh. Woody Herman has another fine *Sleepy Serenade* on Decca. Keep an eye on both.

CHARLIE BARNET — *The Captain and His Men* has a foxy Lena Horne vocal, foxy enough in fact to stamp the disc (on Bluebird) as a sleeper. Barnett's treatment of this catchy melody is best.

BING CROSBY — Latch on now while it's hot. *My Buddy* has Bing in his most mellow mood, with splendid background. The tune is coming back, with present conditions as they are, and Bing himself has never sung better. Decca.

COIN
MACHINE
REVIEW

55

FOR
JUNE
1941

Simmons Promises Orders Will Be Filled

HOLLYWOOD — "Every order on file with us for Packard Pla-Mor Remote Control Units will positively be filled just as rapidly as the factory can produce the equipment," declared W. E. (Bill) Simmons, Factory Representative for Packard Manufacturing Corporation in the eleven Western States.

"Operators have fairly swamped us with orders since the Pla-Mor Unit was first introduced and for a period of time we were experiencing some difficulty in getting sufficient materials to fill our orders. However that condition is gradually alleviating itself and I am mighty happy to have word from headquarters that an adequate supply of material is now available to fill every order on hand."

Simmons reports that his three District Managers have been almost in hiding for the past two or three weeks with jobbers and distributors running them ragged in an effort to get more Pla-Mor Units. ♦

The Ink Spots exclusively
DECCA

NOTHING BUT TELEVISION CAN DO IT!

No Sir! . . . nothing but a television broadcast right from my home base could express to you my heartfelt thanks for the grand way in which you've taken the Packard PLA-MOR Remote Control Units, by the thousands, into your best locations.

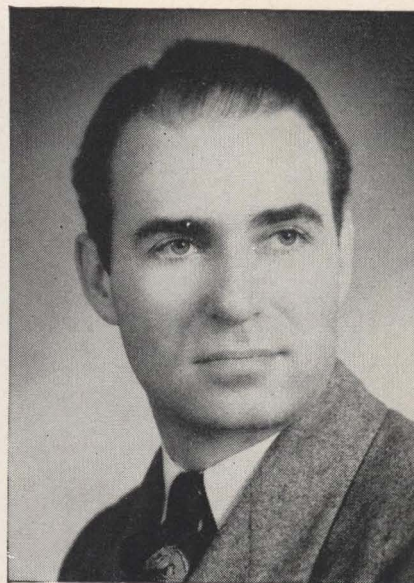
My genuine thanks to all of the operators in Utah, Colorado, Wyoming and Southern Idaho for the grand way in which they have loaded me down with swell orders for Packard PLA-MOR.

You can bet your bottom dollar I'm pulling all the strings possible to see that shipments go forward to you at the earliest possible moment.

H. R. SMITH

Packard District Manager for
Utah, Colorado, Wyoming,
So. Idaho

P. O. Box 467
Colorado Springs, Colo.



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



LEFT: Bud Parr, owner of General Music Co., seated at his desk ready to write big and bigger orders for Buckley Music Units. ABOVE: Impressive front of General Music's Los Angeles offices. BELOW: Showrooms in the Los Angeles and San Francisco headquarters are equally inviting and operators will find on hand a wide variety of Used Phonographs available on term payments.

General Music Company Establishes San Francisco Office with Parr as Chief

COIN
MACHINE
REVIEW

56

FOR
JUNE
1941

SAN FRANCISCO—"It's great to be back home!" was the first thing William Parr of the General Music Company said upon arriving here May 1st to take over the jobbing and distributing business of William Corcoran, at 1157 Post Street. For the past three years, Parr has been in Southern California in the jobbing and distributing field and he promises that the new office, operating under the name of the General Music Company, "will feature the same individual attention, the same dependable service to phonograph operators in my home town that I give in Southern California." He will divide his time between San Francisco and Los Angeles.

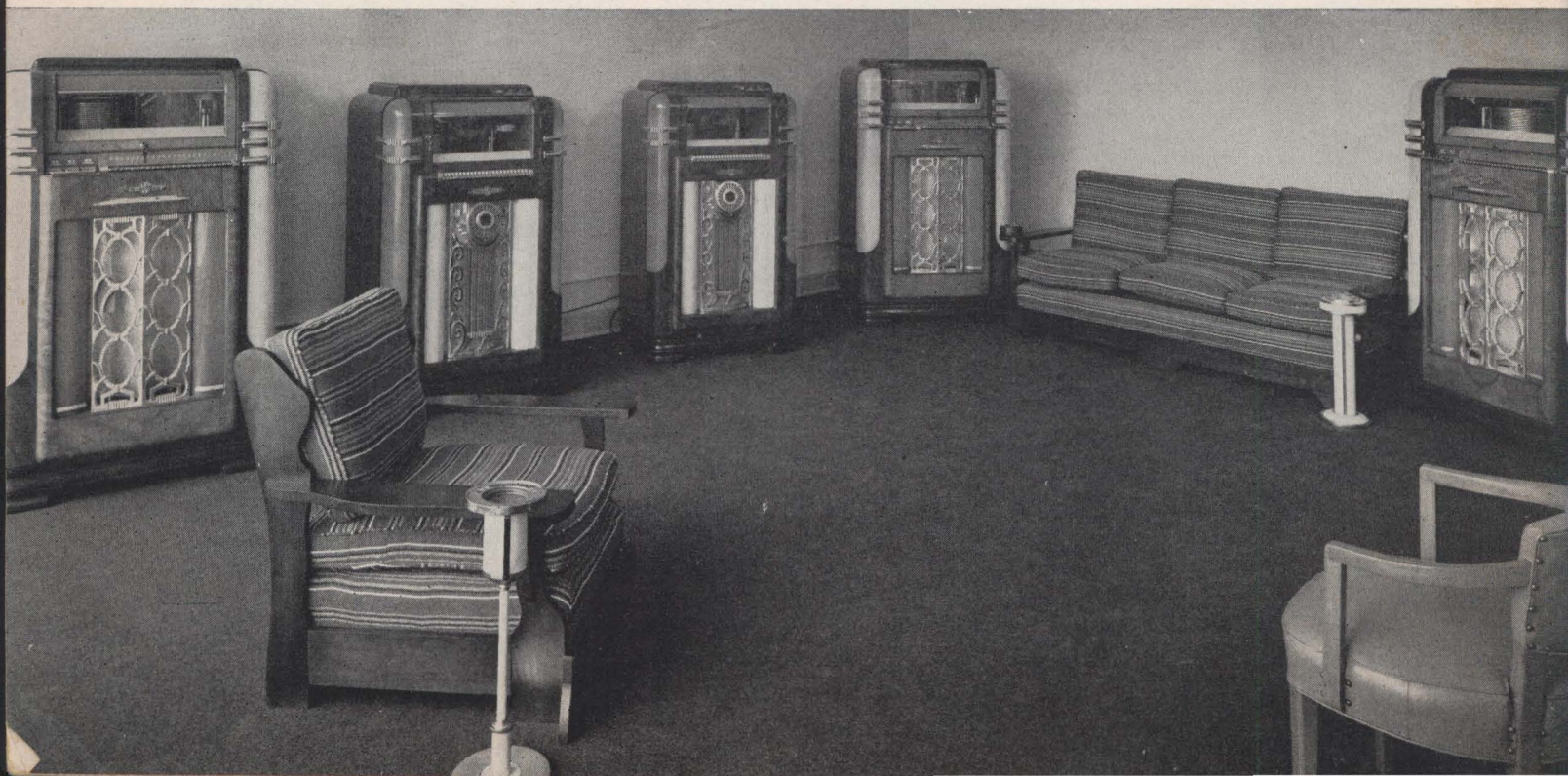
William Corcoran, who will devote his time exclusively to his duties as Pacific Coast District Sales Manager for Buckley

Music System, says, "I'm surely pleased to see Bud Parr take over my business in San Francisco. He's been associated with me for a number of years and I've always admired his business methods, his integrity and conscientious ideas regarding service. Operators will enjoy working with him as much as I have, I know."

Acting as Parr's right hand man is Ernie Brennan, manager of the San Francisco office, who began his career as bookkeeper with the Rowe Manufacturing Company when they started making cigarette vending machines 15 or more years ago. Parr says of his associate, "Ernie has spent all his business life in the coin machine industry. He's well-known and well-liked and his sound, practical experience is going to be a real help to Northern Califor-

nia operators. Ernie is the kind of man who always has his door open, is always glad to see anyone who wants to talk over operating problems. And that includes all problems. From time to time, an operator may find himself in need of a small loan because of sickness or unexpected financial drains upon his budget. He will find, then, that General Music Company offers real friendliness in cooperating on small loans, for General Music Company has earned a reputation of always taking care of its operator-customers in any emergency."

Both the San Francisco and Los Angeles offices of the General Music Company specialize in the Buckley Music System and in the sale of reconditioned phonographs on the time payment plan. Both take pride in top-notch service departments, expertly trained mechanics, skilled sound technicians who are always ready to give dependable technical and installation advice and an ace-high stock selection with complete parts for immediate service in any emergency. ♦





Pla-Mor

MUSIC SELECTORS LEAD!

To our customers in the eleven Western States we say Thank You for your orders representing thousands of PLA-MOR Selectors.

While our factory is literally swamped with PLA-MOR orders raw material conditions are improving and we will fill each and every one of those orders at the earliest possible date.

Your patience and co-operation at this time are greatly appreciated by the Packard Manufacturing Corporation and myself, and you may rest assured that your orders will be taken care of.

W. E. SIMMONS

Western Regional Manager for Packard Mfg. Corp.

1025 N. Highland Ave.

GRanite 4148

Hollywood, Calif.

Esquire Music In New L. A. Quarters

LOS ANGELES — The first of June saw Esquire Music Company pull stakes at their former stand at 2646 South Hill Street and move, bag and baggage, to new and larger quarters at 1870 West Washington Boulevard.

In the new spot Esquire will continue to feature the products of the Packard Manufacturing Corporation and the Filben rapid record changing units.

"In our new spot we are equipped to give operators better service than we ever have before," declared Jack Gutshall, owner of Esquire. "We have added an amplifier and sound technician to our staff and our repair department has been enlarged considerably. We invite operators to use our place of business as their West Washington entrance to Decca, for Decca is just across the alley from us and our rear door will be open at all times for the convenience of the boys." ♦

Riddell Participates In Golf Tourney

PASADENA — Bob Riddell, associated with his father, Arch C. Riddell, in the wired music system, Harmony Hostess, was recently invited by the Southern California Golf Assn. to participate in an elimination which was staged at the Annandale Country Club.

Bob is very well known in golf circles and possesses over ten cups which he has won in different tournaments. ♦

Andrews Sisters exclusively
DECCA

Wired Music Tax Bill Shelved

SACRAMENTO, Calif. — All pending legislation affecting the wired music industry was reported back to the commit-

tee and was not reported out to the floor of the California State Assembly.

The Legislature, adjourning early in June, devoted the balance of the session to enacting the new budget. ♦



H. W. Pearson, of Harrisonburg, Virginia, was so impressed with the increase in collection in several locations where he had made installations of Packard Pla-Mor remote control units that he and R. L. Litton made a special trip to the factory, at Indianapolis, Indiana, to make a large purchase of Packard Pla-Mor equipment. During his visit, Pearson said that he was going 100% Packard, because it was the finest remote control equipment he had ever seen. Left to Right: D. V. Kennedy, H. W. Pearson, R. L. Litton, and Homer E. Capehart, President Packard Mfg. Corp.

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COIN
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REVIEW

57

FOR
JUNE
1941

YOU CAN'T SLIP WITH HITS FROM LAYMON'S

DISCOUNTS FOR
CASH ON ALL NEW
FREE-PLAY GAMES



New Genco HIGH HAT.....\$79.50
New Bally Trailways.....79.50
Brand New Bally Alley.....17.50

Other Bargains too plentiful to list.

IT WILL PAY YOU TO WRITE—WIRE—PHONE
FOR OUR MAILING LIST

Our Reconditioned Used Games Are TOPS!

COMPLETE LINE OF ARCADE EQUIPMENT

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines
1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

Hollywood Famous in Panoram Soundies

CHICAGO—The ardent movie fans and radio rabids are going to feel as much at home watching new Panoram Soundies as the boys and girls "up" on modern orchestras.

Bing Crosby's former partner, movie comedian, Harry Barris, is featured in "Bend Down, Sister" with Suzanne Ridgeway. Skinnay Ennis of the Bob Hope company sings in "Lamplight" which presents his orchestra and Bonnie Kildare. Dave Rose, Judy Garland's fiance, and his orchestra are in "I Knew It Would Be This Way" which features a dance specialty by Clarisse and Ford. Wini Shaw, featured screen player, makes her Soundie debut in "The Nautch Girl From Cuba" in which Mimi Kellerman dances.

Other numbers which the Mills Novelty Company present in Panoram are: Ray Kinney and the Aloha Maids in "Ana Lani"; Will Osborne in "A Feller Who Plays In A Band," Susan Miller, vocalist; Herbie Kay, "San Antonio Rose," starring Ken Nealy and Mimi Kellerman; The Kidoodlers, "Maybe"; Dick Hogan and Tanya Widrin and Ethelreda Leopold, "Pickle Puss"; Florence Pepper and the Cameo Girls, "You're Unfair to Me"; Del Casino and Wally Wanger ensemble, "Frenesi"; Maxine Gray and Cameo Girls, "Rain On The Roof"; Music Maids, "Song

of The Islands"; King Sisters and Alvino Rey, "Call of The Canyon"; Will Osborne and Band, "Stardust," Will, vocalist, Maxine and Marilyn, dancers, and Gray Gordon's Band, Art Perry, vocalist, "Amapola."



W. F. (Bill) Struby, Ass't General Manager of Packard Mfg. Corp., was so dumfounded at a surprise stag held for him in honor of his approaching marriage in June that he had to take a shot of milk to recover. The party was given for him by the department heads of Packard Mfg. Corp., as follows: Left to right, W. F. Merchant, E. McKinney, C. Pheasant, Joe Branham, Paul Lannerd, Dean Kennedy, W. E. Woodworth, Jerry Ensminger, Paul Gray, Robt. Lannerd, O. C. Roberts, Geo. Rossebo, E. E. Collison, G. Ericson, B. Bell, W. F. Struby (standing), R. Greenbaum, M. J. Smith, Jr., Frank Standish, Frank Gigax, H. E. Capehart, M. J. Smith, Wm. Brase, D. McShane, H. I. Drollinger, Gil Moore and D. V. Kennedy.

DECCA
All-Star Records

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Penny Arcades Go Modernistic

NEW YORK — Carousal music, with changing tempo, has told the story of changing generations as it played accompanist to the click of America's traditional amusement—the penny arcade. "Ta Ra Ra Boom de A" of the 90's . . . "After the Ball Was Over" . . . 1910, "My Buddy" . . . 1916, "I Can't Give You Anything But Love" . . . 1927, on down to "Amapola", 1941, and still the pennies brought fun. Wide, full skirts of girls have given away to knee length frocks before the fortune telling machines and, instead of moustached and bearded faces peering in the Paris pictures, you find smooth ones.

But now, in the excitement of the new era, comes a radical change in the famed "Penny Arcade" as one of the nation's outstanding architects, H. Oberhammer, is selected by International Mutoscope Reel Company, Inc., to design penny arcade machines. Bill Rabkin, president of the organization known as "Penny Arcade Headquarters Since 1895", declares, "The operator contemplating installation of the Penny Arcade today is faced with many problems—to quickly win public patronage, the operator must build to attract attention in streamlined fashion."

Oberhammer, the only architect in the field listed in Guide to Modern Architecture, designed buildings in the amusement area at the New York World's Fair, including Defore & Rogers' "Believe It Or Not" and Frank Buck's "Jungle Land", Mutoscope's Photomatic buildings and World Fair penny arcade as well as several amusement buildings in the Texas Centennial, Dallas.

Bill Rabkin explains, "Oberhammer will work directly with the operator about to open a Penny Arcade. His services are free of charge."

* * *

Guide: "This, ladies and gentlemen, is the greatest waterfall in the Alps. May I ask the ladies to cease their talking for a little so that we may hear the roar of the waters?"

The Acme of Perfection in Modern Cabinet Styling!

That's What Operators Say of
Phono-Tel's New

Deluxe TOWER CABINET

Distinctively different . . . exquisitely beautiful . . . surprising like like in tonal quality . . . unduplicated in versatility. These are only a few features of the new Deluxe Tower Cabinet which may be used in conjunction with Wired Music, Remote Control or as an auxiliary speaker. Check these outstanding features:

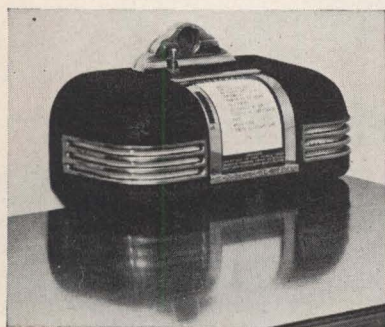
- ATTENTION COMPELLING without becoming gaudy!
- BRILLIANT ILLUMINATION (molded plastic—not sheet).
- STARTLING LIFELIKE TONE from Speaker in top of cabinet!
- SPARKLING BEAUTY blends with all types of locations.

Replace Your Old Wired Music Cabinets with the
Deluxe Tower



Hit No. 2

Deluxe BAR BOX



For use with Any Wired Music Installations.

- Proven by actual operation on locations for over 1 year!
- Only one person can talk at a time!
- Only 4½ inches from bar to top of box!
- Beautifully illuminated!
- Absolutely trouble-free!
- Money-back guarantee!
- Patents Pending.

Investigate TODAY!

WRITE DIRECT TO

PHONO-TEL CO., Inc.

838 E. Jefferson St.

ADams 3385

Los Angeles, Calif.

Greenbaum On Tour Of Entire U. S.

INDIANAPOLIS—Stopping here before leaving for the South and Southwest, "Rudy" Greenbaum, general sales manager of the Packard Manufacturing Corporation, was enthusiastic about the reaction to Packard Pla-Mor remote control

system. "Distributors and operators are asking for increased shipments everywhere I go," declared "Rudy."

The Pla-Mor representative has been in Minneapolis, Milwaukee, Chicago, Cleveland, Boston, Hartford, Waterbury, New York, Newark, Philadelphia, Boston and Pittsburgh.

Decca In New L. A. Offices

LOS ANGELES—The Chamber of Commerce is adding another success story to its book of tales about how oranges grow bigger—roses bloom larger—sun shines brighter—rain rains harder—this time it's the Los Angeles branch of Decca distributing Corporation that's expanded.

Because of the increase in business, Decca moved to quarters designed to adequately care for the rapidly growing number of customers. The new address is at 1865 Cordova Street, between South Normandie and South Mariposa Streets. Decca was formerly located at 108 East Seventeenth Street.

Capehart Active In U. S. O. Campaign

INDIANAPOLIS—As chairman of the committee arranging for the appearance of Charles P. Taft in this city, Homer E. Capehart played a prominent part in launching the campaign of the Indianapolis Unit of the United Service Organizations, designed to provide recreation for the U. S. Army Camps.

Two thousand, six hundred soldiers, from Fort Benjamin Harrison, participated in the demonstration held at the Indiana World War Memorial Plaza from 5 to 9 P. M., June 3rd. Taft is assistant coordinator for health, welfare and related defense activities.

Capehart, well known for his activities in the Republican politics of Indiana, was made chairman of the local U.S.O. campaign organization by Russell W. McDermott, chairman of the local campaign committee.

Astounding Artistry At Alpha

HOLLYWOOD—Don't mind all those "A's," but something different is demanded for any story about Alpha's new advertising campaign. Alpha Distributing Company is putting over Capehart Packard Pla-Mor music selectors with a series of illustrated postcards.

The sketches lead into the copy. For instance three men singing put the reader into the opening line "For complete harmony" and a magician with an opera hat and the ingredient for a lapin coat get you ready for "You don't have to be able to pull a rabbit out of a hat to figure out why Capehart's" . . .

Alpha claims success with their postcard idea.

What Say They In Hut-Sut Song

NEW YORK—"The Hut-Sut Song," that slightly wacky Swedish double-talk song which is sweeping the country, has record fans ga-ga trying to figure out the words.

For the enlightenment and edification of our readers we present herewith the rolling part of the song:

Hut-Sut Rawlson on the rill-er-ah
And a braw-la, braw-la, soo-it.
Hut-Sut Rawlson on the rill-er-ah
And a braw-la, braw-la, soo-it.
Rawlson is a Swedish town
The rill-er-ah is a stream;
The braw-la is the girl and boy,
The Hut-Sut is their dream.

. . . and so on and on with as many "Hut-Sut Rawlson on the rill-er-ah's" as you have time and energy for.

COIN
MACHINE
REVIEW

59

FOR
JUNE
1941

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SELL US

Your Late Novelty Games and Slots — Your price and make first letter. HOWARD SALES CO., 1206 Farnam, Omaha, Nebraska. (AMJ-C)

FOR SALE

Keeney Super Track Times, Pastimes, Paces Races, Western Baseballs, Free Play Games, Mills Bonus, Mills Vest Pockets, Grotchen Imps, Slot Safes, Metal Typers, 24-record Wurlitzer Phonographs. CHARLES PITTLE, New Bedford, Mass. (AMJ-C)

MAILING LIST

of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, \$5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

TROUBLED WITH SLUGS?

REVIEW Slug Cards in your machines will stop this evil. Printed on heavy fancy bristol and citing Federal Law violations for slugging, these cards have stopped slugging for hundreds of operators. Order today at only 20c per dozen, plus 10c for handling and postage on all orders under \$1.00. On orders over \$1.00 we prepay postage. COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif. (P-TF)

FOR SALE

Used Coin-Operated equipment, Phonographs, Skee Balls, Chicken Sams, etc. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (TF-C)

FOR SALE

25 Holly 1c Grip Scales, Excellent Condition, \$7.50 each; lots of ten, \$6.50 each. S. R. MONTCALM, 720 E. Cypress Street, Bastrop, La. (JJA-P)

FOR SALE

Mills Free Play Mint Venders, clean, A-1 condition. Same as new; used one month, \$100.00. 25% deposit with order, balance C. O. D. PENN MINT SERVICE, 424 Foreland St., N. S., Pittsburgh, Pa. (JJA-P)

OPPORTUNITY

For jobber or distributor. Brand new invention offers unlimited coin machine possibilities. Not music, merchandise or marble device. Sensationally different. Investigate now. Box 340, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Cal. (J-P)

INDEX TO ADVERTISERS

June, 1941

This Index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

A
Alpha Distributing Co. 48
Associated Producers Distributing, Inc. 29
Atlas Novelty Co. 26
Automatic Games 20

B
Baker Novelty Co., Inc. 22
Ballard, Clayton 45
Baltimore Salesbook Co. 17
Bluebird Record Distributors 52

C
California Simplex Distributing Co. 43
Columbia Record Distributors 54
Condon, A. E., Sales Co. 31
Corcoran, William 50, 51

D
Daval Co. 19
Decca Distributing Corp. 44, 45, 46, 48, 49, 52, 54, 55, 57, 58
DuGrenier, Arthur H., Inc. 12

E
Ellman & Zuckerman 12
Esquire Music Co. 49

G
General Music Co. 47
Gerrett, M. A., Corp. 40
Grotchen Tool Co. 23, 24

H
Hilton Hotel 22
Holdsworth Print Shop 9

I
International Forwarding Co. 14
International Mutoscope Reel Co. 9, 16

J
Jennings, O. D. & Co. Cover III

L
Laymon, Paul A. 58
Long Beach Coin Machine Co. 10

M
M. & L. Coin Lock Co. 30
McClellan, Herb, Co. 31
Metermovies, Inc. 29
Meyberg, Leo J., Co. 54
Mills Novelty Co. 33, 34, 35, 36
Moore, Jack R., Co. 25
Mott Studios 16

O
Osborn Distributing Co. 49
Okeh Record Distributors 54

P
Packard Manufacturing Corp. Cover IV
Parina, R. A., & Co. 13
Permo Products Corp. 52
Phono-Tel Co., Inc. 59
Polk, R. L., & Co. 18

R
RCA Manufacturing Co., Inc. 53
Rowe Manufacturing Co. 15

S
Sanders, Mac 8
Simmons, W. E. 57
Smith, H. R. 55
Stoner Corp. 21

T
Telo-Phono Co. 44

U
U-Need-A-Pak Products Corp. Cover II

V
Victor Record Distributors 52
Viking Specialty Co., Inc. 27
Walters, C., & Associates 28

W
Wilcox, W. W., Manufacturing Co. 20
Wisler, Ed. 40
Wurlitzer, Rudolph, Co. 3, 4, 5, 6, 42

Z
Zeigler Insurance Agency, Inc. 46

COIN
MACHINE
REVIEW

60

FOR
JUNE
1941

You
Are
Invited

to participate in our

JULY ANNIVERSARY ISSUE!

With our July issue we start our 9th year of service to the Coin Machine Industry. During the past 8 years we feel we have become an important part of this great industry and we pledge our every effort for the future to further the best interests of our readers with even more fervor than in the past.

We ask all bonafide manufacturers, jobbers and distributors in this field to join us in our Anniversary celebration by scheduling their advertising copy in our July issue.

Because of the 4th falling on Friday and the natural week-end vacation we are closing our forms on

JULY 3rd

We ask your kind co-operation by preparing copy early. Call any of our three offices and we will pick up your copy immediately.

THE COIN MACHINE REVIEW

1115 VENICE BLVD. Fitzroy 8269 LOS ANGELES, CAL.

Chicago Office New York Office
C. J. Anderson, 35 E. Wacker Dr. Ralph R. Mulligan, 441 Lexington Av.
Central 1112 Murray Hill 2-5589

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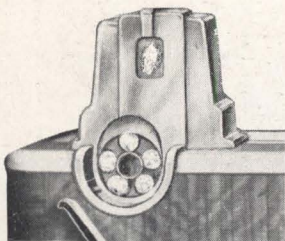
**THOUSANDS
NOW
ON LOCATION**

**IT MUST
BE BEST!**

**JENNINGS
MINT VENDING TOTALIZER
CONSOLE**

Here's the console that's opening new territories — winning new locations for hundreds of operators. It's the famous Jennings Free-Play Console. New patented elevated totalizer adds and subtracts free plays. Meter inside machine records free plays awarded. Mechanism is famous Chief, complete in a single unit. Mint Vender optional. Equipped with National Slug Rejector. 1c, 5c, 10c or 25c play.

Investigate Jennings Free-Play Console for your territory! Thousands of locations have proved it the unchallenged leader of the Console field.



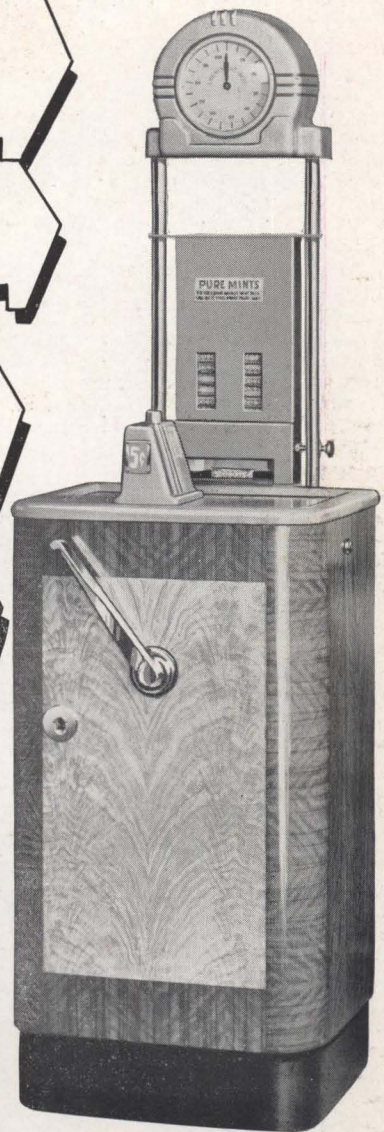
Automatic Slug Rejector and Coin Detector—Assures operator complete protection against slugs and spurious coins—available for Mint Vending Totalizer Console at additional cost.

• Elevated Totalizer—always visible to attendant — attracts attention — invites play.

• Mint Vender feature Optional

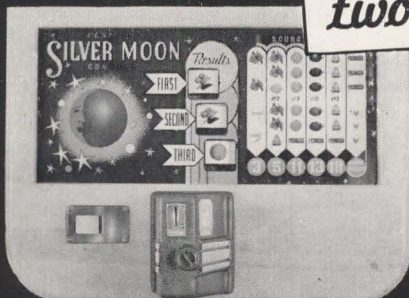
• Mechanical Operation—wiring necessary for illumination only.

• Equipped with coin divider —provides two cash boxes —one for location—one for operator.



Also in production on 32 models of Chief and Consoles. Wire or write today for complete details.

**Choice of
two tops**



Silver Moon Console—fruit symbols



Bobtail—number symbols

O. D. JENNINGS & COMPANY

4309 W. LAKE STREET
CHICAGO, ILL.

Actual Size: 34" High—16½" Deep
20½" Wide—Height to Top of
Totalizer "
Shipping weight—165 lbs.



WHY LET YOUR PHONOGRAPHS **LOAF?** **PLA-MOR** WILL MAKE 'EM **HUSTLE**



PACKARD PLA-MOR LINE OF MUSICAL INSTRUMENTS

PLA-MOR ADAPTORS for Use in Conjunction with the Following Make and Model Phonographs for Operation with Pla-Mor Remote Control—

Maple	Adaptor for Wurlitzer	Single	16
Walnut	Adaptor for Wurlitzer	Single	24
Beech	Adaptor for Wurlitzer	Twin	12
Ash	Adaptor for Wurlitzer	Comb.	12-16
Elm	Adaptor for Wurlitzer	Twin	16
Poplar	Adaptor for Rockola	Twin	12
Pine	Adaptor for Rockola	Single	20
Willow	Adaptor for Seeburg	Single	20

PLA-MOR ADAPTORS for Operation of Pla-Mor Remote Controls and for Playing Phonograph from Floor—

Chestnut	Adaptor for Mills Single 20 (Empress & Throne)
Cedar	Adaptor for Wurlitzer 500-A
Juniper	Adaptor for Wurlitzer 700-800
Spruce	Adaptor for Seeburg Single 20 with curved front cabinets

PLA-MOR Bar, Booth and Wall Boxes can be used with most all makes of adaptors.

Butler—Pla-Mor Remote Control for Bar Booth, Wall or Pedestal Installation. Flashing Red Knobs, Red Trim, Beautiful Chrome Finish, and Indirect Lighting.

INDIVIDUAL PLA-MOR SPEAKERS—All Pla-Mor Speakers Have Cabinets Finished in Early American Walnut with Maple Grille Fronts. Beautiful Light Up Effects Add to the Luxurious Appearance.

Violet	Marvel 200 Speaker, Complete
Canary	Marvel 200 Cabinet, Only
Lily	Cathedral 400 Speaker, Complete
Crow	Cathedral 400 Speaker, Cabinet Only
Orchid	Console 600 Wall Speaker, Complete

PLA-MOR STEEL CABINETS—Strongly Made, Handsomely Finished, Stand Up in Service and Protect Phonograph Mechanism.

Emerald—Steel Cabinet for Twin phono. mechanism
Ruby—Steel Cabinet for Single phono. mechanism

PLA-MOR POLISHED BAR BRACKETS

July—1 pc. Bar Bracket	June—2 pc. Bar Bracket
------------------------	------------------------

PLA-MOR CABLE AND WIRE

Roach	30 Wire Cable—Rodent Proof
Squirrel	Shielded Single Conduit Wire

PLA-MOR TITLE SLIPS

Ribbon	Roll Around Title Slips
Lace	Perforated Title Slips (27 each sheet)

● It's easy to make all your phonographs *stop loafing* and *start hustling*. Simple install the proper Pla-Mor adaptors for use in conjunction with the phonographs you now own so they operate from bar, booth or wall with Pla-Mor controls and Pla-Mor speakers.

When you do this you'll have a brand new Pla-Mor music system with plenty of oomph! . . . sparkling with beauty . . . all dressed up with play appeal . . . busy playing music and raking in the nickels.

The many operators who have equipped their phonographs with Pla-Mor remote controls and speakers have proved this by the doubled and tripled earnings they are getting.

PACKARD MANUFACTURING CORPORATION

Indianapolis, Indiana

HOMER E. CAPEHART, President

Select the Packard Pla-Mor adaptors and other Pla-Mor equipment you need for your phonographs. See listing here. The increased earnings will pay the cost of your investment many times over. See your Packard distributor or write us direct.

PACKARD
(PLA-MOR)
 SELECTIVE REMOTE CONTROL